

THE REPORTER OF

**Direct Mail**

advertising

**CAN PRETTY GIRLS  
HELP SELL  
INDUSTRIAL  
EQUIPMENT?***An Exclusive Case History Report  
by Henry Hoke, Sr.*

FOR MANY YEARS, The Reporter has protested against the dullness and sameness of much industrial advertising. We are always looking for exceptions. So when a couple of pieces featuring bathing girls arrived from the Garrison Machine Works of Dayton, Ohio, we sat up and took notice.

Because one of the pieces seemed to overplay the girls and I couldn't see the connection between them and the chucking equipment advertised, I wrote to our old friend John Yeck in Dayton and asked him to investigate these neighbors of his. John was interested enough to call on President Ralph Garrison and Advertising Manager Richard Oswald. John's enthusiastic report hit real paydirt in our search for offbeat industrial direct mail usage. The reason I had been confused was that I had been put on the list (by a Reporter subscriber) in the middle of an unusual experiment. I hadn't seen the start of it and didn't know the background.

Seems like we (The Reporter) were responsible for sparking the switch in strategy. The Garrison crowd had succumbed to our constant hammering about getting out of

*(Continued on Page 24)*



## Dazzling new **SPRINGHILL BOND** is actually whiter than pure white salt

—YET COSTS NO MORE THAN “OFF-WHITE” BONDS!

**W**HEN YOU FIRST see dazzling new Springhill Bond, you sense your eyes are playing tricks on you. It's so *white*! Then you hold a sheet to the light and you're really amazed. No watermark!

The truth is, new Springhill Bond is whiter than any other unwatermarked bond paper on the market. A well-known research lab proved that new Springhill Bond was *measurably whiter* than salt, chalk, even surgical cotton!

But this remarkable new paper is more than just white. It's level and uniform, too. And crisp. Just try to pick up a sheet without making a crackling noise!

Compare Springhill Bond for whiteness, finish, opacity, and “crackle.” Once you do, you'll recommend it.

### Extremely printable

We insure excellent results every time by cutting a sample ream from every reel and having it tested on actual printing presses. Springhill Bond is made to order for offset and letterpress printing.

New Springhill Bond and Mimeograph are available in white and six colors in a complete range of stock sizes and weights. The Springhill line is also available in Duplicator and Ledger papers.



Look for this attractive new design. Handy “zip” openers on 8½ x 11 reams. All cartons polyethylene-lined to control humidity.

**INTERNATIONAL PAPER** 220 East 42nd Street, New York 17, N. Y.

# Is YOUR Direct Mail Still the Stepchild of Your Advertising?

By Maxwell Sackheim

IN my opinion no form of advertising is as poorly done as Direct Mail — not all Direct Mail, but too much of it!

To prove it to yourself analyze the Direct Mail you receive, answer a lot of ads, ask questions by mail, and see what *you* think.

What's more, examine your *own* Direct Mail with an unbiased eye.

Space advertising, outdoor advertising, yes, even the much maligned radio and TV commercials are more carefully done than much of the Direct Mail material that goes out.

What's wrong with Direct Mail? Why is it still the stepchild of advertising? The answer is, BECAUSE THE BASIS FOR COMPENSATING ITS CREATORS IS WRONG.

Hundreds of thousands of dollars are spent for paper, printing, postage, envelopes and mailing — but only pennies for *creativity*. Yet the *cost* of producing a carelessly prepared mailing is just as great as for one that takes the utmost in time, thought, and ingenuity.

Everyone connected with Direct Mail is paid *by the thousand* — except those who create it.

Every other form of advertising is compensated for in terms of a percentage of what is spent on it. And what is spent on advertising depends upon its effectiveness.

Every *physical* improvement in Direct Mail is gladly paid for if results justify — better paper, better printing, more color, larger envelopes, higher class mail — but there's no premium for better *thinking* — at least not in proportion to *ordinary* thinking.

This, then, is a plea for mailers to plan their Direct Mail programs with an appropriation of so-much-per-thousand for the brains that go into them. Then, the better your results, the more you will mail,

and the creator of better mailings will be rewarded in proportion to results.

We have seldom been able to set a satisfactory fixed fee for preparing a mailing. Our price was either too high or too low. Too high if results were poor — too low if millions were mailed.

Since adopting our policy of charging so-much-per-thousand for our Direct Mail efforts we've been paid some very substantial amounts for mailings. We've also broken our backs for a few dollars. But we've always tried hard, we've never skimped, we've never rushed a mailing through, *because the promise of an adequate reward for success was there.*

If you are interested in our philosophy of taking Direct Mail out of the stepchild class we will be glad to hear from you. Mail the coupon NOW.

## Maxwell Sackheim & Co. Inc.

Member of the DMAA

Member Better Business Foundation

Member American Assn. of Advertising Agencies

545 Madison Ave., New York 22, N. Y.

**Maxwell Sackheim & Co. Inc.**  
**545 Madison Ave., New York 22, N. Y.**

We are interested in your plan for creating Direct Mail on the basis of results obtained. Tell us more about it.

Name.....Position.....

Company.....

Address.....

City.....Zone....State.....



**REVOLUTIONARY**

New

**TENSION**  
**"SIM-PULL"**  
PATENT APPLIED FOR

Opening Envelope  
 for 3rd class mail

Different, unusual, interesting.  
 And it allows room for advertising or  
 merchandising space. For sure,  
 quick openings! Your prospect pulls  
 tab. Out comes flap. (There's  
 a "spot of gum" for security.) Your  
 sales message is in his hand  
 in 3 seconds! Tension's new Sim-Pull  
 Envelopes are perfect for  
 automatic insertion. Available in  
 standard sizes and economical, too.

FREE SAMPLES  
 MAIL  
 COUPON



358

**Tension Envelope Corp.**

Campbell at 19th Street  
 Kansas City 8, Missouri

Please send me samples of the new  
 Tension Sim-Pull Envelopes.

Name \_\_\_\_\_

Title \_\_\_\_\_

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

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Garden City, L. I., N. Y.  
Ploneer 6-1837

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*Field Editor*

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Garden City, L. I., N. Y.  
Ploneer 6-1837

**MIDWEST**

J. K. Rotskoff  
605 N. Michigan Ave.  
Chicago 11, Illinois  
DElaware 7-0120

**WEST**

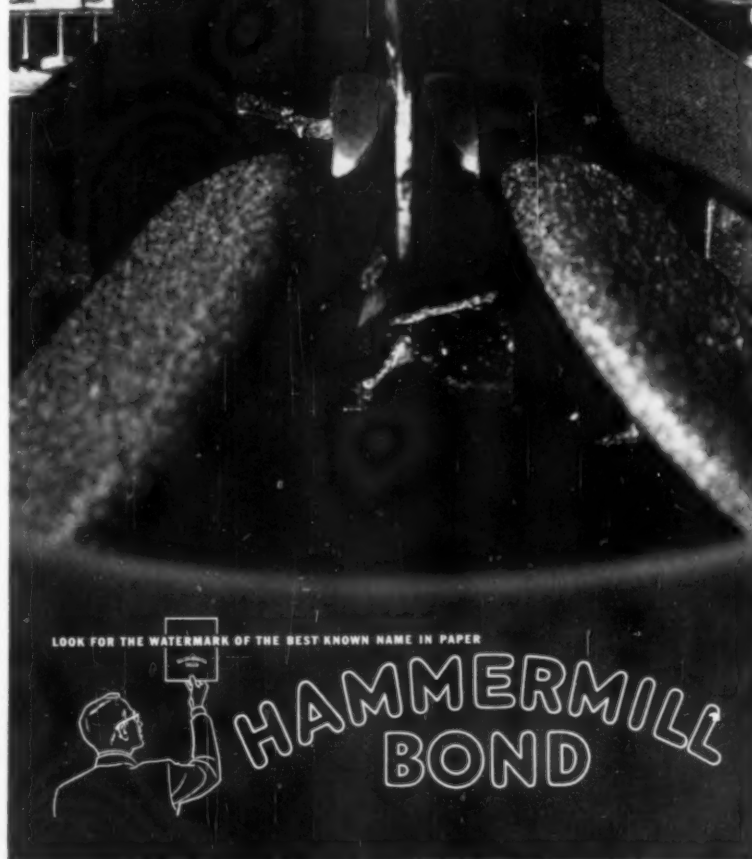
H. L. Mitchell & Associates  
1450 Lorain Road  
San Marino, California  
CUmberland 3-4394

**WHATEVER YOU TYPE...IT WILL LOOK  
BETTER ON HAMMERMILL BOND**

Your typing will look sharper, clearer, and more readable on the new brighter white Hammermill Bond.

Give your letterheads and mailable forms all the benefits of Hammermill Bond. It's made with exclusive Neutrancel® pulp, so it not only takes a better impression, it makes a better impression. Ask your printer for Hammermill Bond next time. It costs no more. Hammermill Paper Company, Erie, Pennsylvania.

Thank you for your order  
We'll deliver them as  
1 p...



*this letter...*



*brought in over 65,000  
requests  
for this booklet...*



Getting leads for salesmen, making their work easier and more productive has been "a specialty of the house" with us for over 37 years. We don't just plan and prepare direct mail—we *make it work*. For such firms as—

International Business Machines Corporation; National Geographic Society; Chilton Company, Inc.; J. B. Lippincott Company; Dictaphone Corporation; Selas Corporation of America; R. O. H. Hill, Inc.; The Mead Corporation; The Mosler Safe Co.

Phone RIttenhouse 6-0180, or write

THE  
BUCKLEY ORGANIZATION, INC.

Philadelphia National Bank Bldg.  
Philadelphia 7, Pa.

## SHORT Notes DEPARTMENT

We welcome your direct mail ideas and news items for this department.  
Send all material to Short Notes Department, The Reporter of  
Direct Mail Advertising, 224 - 7th St., Garden City, N. Y.

**EXPLANATION FOR NEW READERS:** These short notes reveal some of the best ideas or interesting news items which cross our desks each month. They are not necessarily related or in any definite sequence. Notice the check blocks ☐ at the start of each note. The idea is... to read this department with pen or pencil in hand. Check the items on which you want to do something later... like writing for a sample, an offered booklet, for more information... or filing idea away for possible future use. If you do that... you will get more than your money's worth out of your investment in The Reporter.



**FUND RAISERS** for colleges and universities should like the new Matching Educational Gifts Program inaugurated January 1, 1959 by Pitney-Bowes, Stamford, Conn. All of the 4,399 employees of P-B may participate in the program. If any employee makes a gift to any recognized school (whether an alumni or not)... the company will match the gift. A minimum of \$5 and a maximum of \$500 has been set. The donor fills out a prescribed P-B form and sends it to the school with check.

**CORRECTION: THE LITTLETON STORY**... If there's anything we dislike to do more than anything else... it is to make corrections on and apologies for an article appearing in The Reporter. But we certainly "goofed" on the article appearing on page 30 of the March Issue about the Littleton Stamp Company. No use trying to explain how it happened... too much of a hurry at press time... no last minute checking with subject... scrambled notes from a personal interview.

Anyway, if you are interested in keeping a permanent record of this case history... make these corrections. Page 30, first paragraph—instead of \$3 million annual business, it should have been between a half million and near one

The school financial officer then certifies the gift and sends form to company. Matching check will follow if everything is in order. If other companies should follow suit... it will open up entirely new possibilities for fund solicitations. For more information and copy of form, write to: Secretary, Matching Educational Gifts Program, Pitney-Bowes, Inc., Stamford, Conn.



**FLORIDA REAL ESTATE DEVELOPERS** are using tons of direct mail (supplemented by television). The Florida legislature several years ago passed tough laws regulating real estate advertising... so the offers have to be on the up and up. One of the best promotions we've seen recently came from Edward L. Kushins of Orange Blossom Lakeshore Estates, Sebring, Fla. A well-written, completely frank, eight-page letter supported by two informative circulars and a reservation form. Even though you may not be considering a purchase in Florida, you might like to write to Mr. Kushins for a copy of his letter... just to see how the promotion is being handled by mail.

million. Page 31, top caption—that was a typo. Instead of \$60 million annually for advertising budget (putting it in General Motors class)... the budget is around \$60,000.

Second caption on page 31... shipments average 10,000 per week instead of per day. And the unreturned stamp losses are not "less than 3½% of shipments"... but rather approximately 3½% of total annual volume figured at cost of merchandise. Page 33 contains a most serious mix-up of figures. Instead of \$1 million annual payroll, Mr. Maynard Sundman estimated to our reporter that he had paid out about this amount to Littleton citizen-employees during the twelve years he has been in business.



**Crystal  
Mark**

101 West Forest Avenue • Englewood, New Jersey •

division of GOODREN PRODUCTS Corp. - N. J. LDwell 8-0610 - N. Y. Wisconsin 7-4435

... just how effective your direct mail can be ... if you use a CRYSTALETTER. Positive attention is automatic because these brilliantly printed, all-plastic letters compel readership. CRYSTALETTERS are so novel, so appealing; they demand action.

ADVANTAGES? Surely you can see them!

- Instantaneous attraction
- High "novelty" interest
- Greater curiosity means thorough readership
- Sparkling fresh, modern looking
- Colorfully printed in one to six colors, including gold and silver
- Bright, clean surface - no smudges
- Permits unusual and unique effects impossible with paper - transparent areas combined with opacity, write-on, wipe-off surface
- Extremely durable - no deterioration - no wrinkling or puckering - unaffected by heat, cold, moisture or climatic or storage conditions
- Reverse (underneath) printing "locks-in" ink behind clear plastic
- CRYSTALETTERS available in any size, delivered folded, ready for envelope insertion
- Light weight, low priced - competitive with other direct mail units

USES? Literally unlimited!

- General sales letters
- New product announcements
- Circulation builders
- Fund raising - charitable institution programs
- Insurance stimulators
- Novel "gimmick" promotions
- Original, striking, power-packed mailers

See some possibilities? Let's explore them together. Our creative art and copy staff are yours to use - no obligation. Just the hope that you will agree that CRYSTALETTERS deserve your confidence. Write now for complete information and prices ... and watch your replies zoom!!!

Sincerely,

*Raymond H. Goodman*  
President

P.S. With postal rates at new highs, each direct mail piece must do extra work. Let CRYSTALETTERS carry the load. Face it, you've read this letter, haven't you? So will your customer.

Division of GORDON PRODUCTS Corp. - N. Y. 10 West Forest Avenue - Englewood, New Jersey  
N. Y. 10 West Forest Avenue - Englewood, New Jersey  
N. Y. 10 West Forest Avenue - Englewood, New Jersey

Crystal

ark<sup>®</sup>



... Just how effective your direct mail can be . . . if you use a CRYSTALLETTER. Positive attention is automatic because these brilliantly printed, all-plastic letters compel readership. CRYSTALLETTERS are so novel, so appealing; they demand action.

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Sincerely,  
Rupert H. Hasbrouck  
President

P.S. With postal rates at new highs, each direct mail piece must do extra work. Let CRYSTALLETTERS carry the load. Face it, you've read this letter, haven't you? So will your customer.



□ **HAS THIS EVER** been done before? At least we've never seen it. Other people's advertising on the back of a letterhead. V. Fred Rayser, 7314 Woodrow Wilson Drive, Los Angeles 46, Calif. has tried it. After years as an account executive and advertising manager, he has started his own counseling agency, specializing mostly in direct mail. His new letterhead carries on the back four advertisements—a lettershop, a printer, an office supply house and space rep for a teacher's magazine. Will look forward to getting a report on how the idea works. Incidentally, Fred's new double-wing business card converts when opened flat to a business reply permit card.



□ **ONCE AGAIN** we'll have to tip our hats to the editors of "Envelope Economies," monthly house magazine of Tension Envelope Corp., 19th & Campbell Sts., Kansas City 8, Mo. It has been their custom for several years to devote each issue to just one important subject... written for them by an expert. Latest issue (No. 159) is titled: "Brainstorming for Direct Mail Ideas." It was compiled by Robert J. Tiernan, promotion and merchandising manager of "Better Homes & Gardens." It's just about the best-yet explanation of the technique, with sensible, practical illustrations. Rather than try to digest it in The Reporter... you better get a copy of the complete text by writing Kansas City or contacting your local Tension office. Incidentally, while you are at it... ask for sample of a new type third class envelope called "Sim-Pull." Has a clever tab on flap which allows envelope to be opened with a simple pull.



□ **GLAD TO SEE** an article about Doc McCleary in the February issue of "Southern Advertising and Publishing," published at 75 Third St., N. W., Atlanta 8, Ga. Doc edits one of our favorite house magazines... "Parts Pups" of Genuine Parts Co., 299 Piedmont Ave., N. E., Atlanta 12, Ga. It's an amazing, sometimes ribald, thing. Started in 1932 to serve about 350 customers in auto service stations. The humorous, spoofing magazine now has a circulation of 79,000. Mac never seems to take anything seriously in print... but in person he's extremely serious in watching the sales curve.



□ **SYNDICATED MATERIAL** for employee (and executive) training seems to be on the increase. We receive many fine examples too numerous to mention. One we like particularly is called: "Super-



## Don't squander Reply-O-Letter leads on your salesmen all at once

*Dole them out just enough at a time —  
to keep your salesmen opening doors  
on live leads all day long.*

Why not give them out all at once? Because with Reply-O-Letter you get so many more inquiries (usually 30 to 40% more) that your men might be confused by the quantity and lose respect for *the quality*.

And Reply-O-Letter inquiries are the highest quality leads you can get. In fact you can tighten up your sales appeal to heavily qualify your prospects—and still the leads roll in.

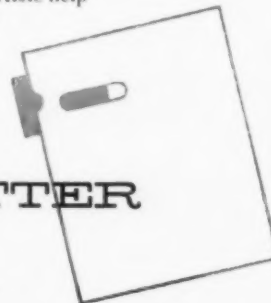
Find out how Reply-O-Letter with the built-in reply card works to put new vigor into your sales program — how we keep your salesmen sold on the value of Reply-O-Letter leads — how our skilled letter writers and artists help put across your sales message. We've been doing it successfully for 25 years.

Get further details about the sales forces we serve. Write for a copy of our booklet "The 3 R's Of Direct Mail." On your letterhead, please.

## REPLY-O-LETTER

9 Central Park West, New York 23, N.Y.

Sales Offices:  
New York • Boston • Chicago • Detroit • Cleveland • Toronto





## SHORT CUT

to more effective selling

When salesmen are lost in a maze of unproductive calls, give them a short cut to sales with a planned direct mail program.

Direct mail, applied selectively to active markets, draws out responsive prospects... cuts the number of call-backs... guides your salesmen to more profitable performance.

For a short cut to successful direct mail, call on the creative experience of the Hickey Murphy Division of James Gray, Inc., direct mail specialists for thirty-nine years.

Learn how this experience can help you by writing for a free copy of the informative booklet, *How To Put Action Into Your Direct Mail*.

**THE HICKEY MURPHY DIVISION  
OF JAMES GRAY, INC.**

216 East 45th Street, New York 17, New York • MUrray Hill 2-9000

visor's Memory Jogger," produced and sold to manufacturers in bulk by The National Foremen's Institute, 917 Garfield Ave., New London, Conn. The little (3 1/4" x 5 1/4") pocket-size, 48-page booklets issued monthly are a combination of a calendar, cartoons, quotations, safety lessons, short inspirational or informative editorials, language improvement quizzes, pages for daily records, training assignments, absence and overtime memos and what have you. Covers practically everything a supervisor needs to know or record during each month. Is being used successfully in quantities of 50 or more by thousands of well-known corporations.



**YOU PRINTERS** who do a good job of self-advertising should plan to enter the 8th annual competition which is sponsored by Miller Printing Machinery Co., 1117 Reedsdale St., Pittsburgh 33, Pa. but conducted by the Printing Industry of America, Inc., 5728 Connecticut Ave., Washington 15, D. C. This contest is getting to be better and better every year, which can be vouched for by both Henry Sr. and Henry Jr., who have at times served on the board of judges. The entries today are far better than they were when the contest first started. Closing date for the 1959 competition is August 14. Winners of the \$1,000 cash prizes and the Ben Franklin statuettes will be announced at the PIA convention set for September 6 to 10 at the Waldorf-Astoria in New York City. Entries are grouped under different sales volume or number of employee classifications... so even the smallest operator has a chance of winning. For complete information and entry form, write to either PIA or Miller Printing Machinery Co. at the addresses given above. There is no entry fee.



**THERE WAS A** fascinating story about mail order in a 1958 issue of "Chemical Week." We didn't catch up with it until now... when we were checking up to find out whether those who participated in combined advertising mailings (see March Short Notes) were getting good results (most say they are). The "Chemical Week" story told about the George Wilson Chemical Co., Tyrone, Pa. It's headed by 26-year-old president, George Wilson III, who is assisted by his grandmother, the 92-year-old widow of the founder. The Wilson Company makes all sorts of chemical preparations, but specializes in White Cloverine-brand salve. It does virtually all its business through salesmen between the ages of 8 and 14, who sell the product door-to-door and who re-

NEED  
ENVELOPES ?

PHONE  
**HECO**

Capitol 7-2400

"Little Sir Heco"<sup>®</sup>

...always at your service!



# HECO

HECO ENVELOPE CO. 4500 CORTLAND ST. CHICAGO 39



PRIDE  
IS THE DIFFERENCE

## Atlantic Cover

Designed for top press performance. Lies flat. Reduces make-ready. Non-cracking. Easily scored for folding.

Surface-sized to provide fine finishes for offset and letterpress. Made in eleven sparkling colors and bright white.

Ask your Franchised EASTERN Merchant for samples. Or write direct.



# EASTERN

EASTERN FINE PAPER AND PULP DIVISION  
STANDARD PACKAGING CORPORATION  
BANGOR, MAINE

ceive premiums in return for their sales, which amount to more than \$1 million a year. All the contacts, including the collection of money, are handled entirely by mail. In addition to his chemical business, young George finds time to head a chain of nine movie theatres throughout Pennsylvania and is also active in community work.

□ **NO WONDER** the Detroit car makers are worried. To show how Americans are turning away from the over-sized, high-priced cars... read some statistics revealed by R. L. Polk & Co. of Detroit, Mich. Importation of small foreign cars has increased 2300% during the last 11 years. In 1948 foreign cars accounted for only 16,133 of the total sales. Sales figures climbed slowly until 1956 when they had reached 98,187. But then the trend increased rapidly. In 1957, 206,827 small foreign cars were sold. 1958 showed a record of 377,548. According to other sources, foreign manufacturers expect 1959 figures will be much higher. Big promotion plans. Two makers each anticipate hundred thousand goals.

□ **THE SCHOOL OF** Financial Public Relations has issued a catalog for its 1959 session. This will be the 12th annual school fostered by the Financial Public Relations Assn. in cooperation with Northwestern University. This year the two-week period of schooling will be held between July 5 and July 19, on the Northwestern University campus. You must be working for a banking institution in order to be eligible for attendance. We were glad to see in reading through the prospectus that much attention is devoted to letterwriting, semantics and advertising. Teachers represent an all-star lineup. If you would like a copy of the catalog, write to Preston Reed, executive vice president, Financial Public Relations Assn., 231 S. LaSalle St., Chicago 4, Ill.

□ **LAST MONTH** we mentioned Paul Dyal's idea of advertising interleaves between calendar pages. So we were interested in Pan American Airline's 1959 calendar in which a slightly different idea is used. Each page of the calendar contains a large full-color photograph on the upper half with the month calendar on the bottom half. The back of each flop-over sheet contains on the upper half technical information about Clipper travel service. The bottom half contains recipes of food from all around the world, which is served on "President Special" flights to Europe. Owners of the calendar are instructed to cut off

the top technical information when each sheet is finished and flipped over with the spiral binding. At the end of the year they will have a round-the-world cookbook on one side of each sheet with a glamorous picture of some world-famous spot on the other side. Well done.

□ **THE PERSONAL TOUCH** pays off is the subject of a two-page article by Bob Pierce, director, Stanford Alumni Assn. in the December 1958 news bulletin of The American Alumni Council, 1785 Massachusetts Ave., N. W., Washington 6, D. C. It's an interesting story of how Stanford uses personal automatically typed letters with carbon copy followups to collect dues and raise funds. If you do not have access to the American Alumni Council News, you can get a reprint by twisting the arm of William Schulz, American Automatic Typewriter Co., 136 Liberty St., New York 6, N. Y. Bill is very proud of this case history.

□ **WHAT IS AN** advertising expert? We liked a personalized letter recently mailed by Seymour Koretz of Koretz, Ideas & Co., Inc., 1019 Broad St., Newark 2, N. J. Attached to the letter was a 3" circular white lapel button with red type, "Advertising Expert." The lead paragraph of letter read: "We welcome you to the ever-growing group of people who fondly dream that they are advertising experts. The enclosed button makes it official. It entitles you to dispute commas, criticize typography, and disagree with the percentage of ben day used." The balance of the letter naturally led into the theme that it might be better to give the button to the nearest ambitious office boy... and then reach for the phone to call Mitchell 2-4492... to get the advice of an agency with a proven 21-year record of producing profitable results for clients, in good times and bad.

□ **HERE IS A NEAT IDEA:** Advertising Consultant Gordon Speedie of West Medford, Mass. developed it for a client to get advance attention from prospects. He produced for the Roland Teiner Co., 134 Tremont St., Everett 49, Mass. a 20-page, 3 3/4" x 8 1/2" booklet which was little more than a dummy for a brochure in the process of being completed. On each page there are paste-ups of photographs and the usual blocks for future copy with pencil lines indicating position. But there are enough finished captions and paste-in copy blocks from past circulars to tell a fairly complete story of a new "hydroforming" process for shaping metal products. These attractive dummies are being sent to prospects along with a transmittal note on minia-





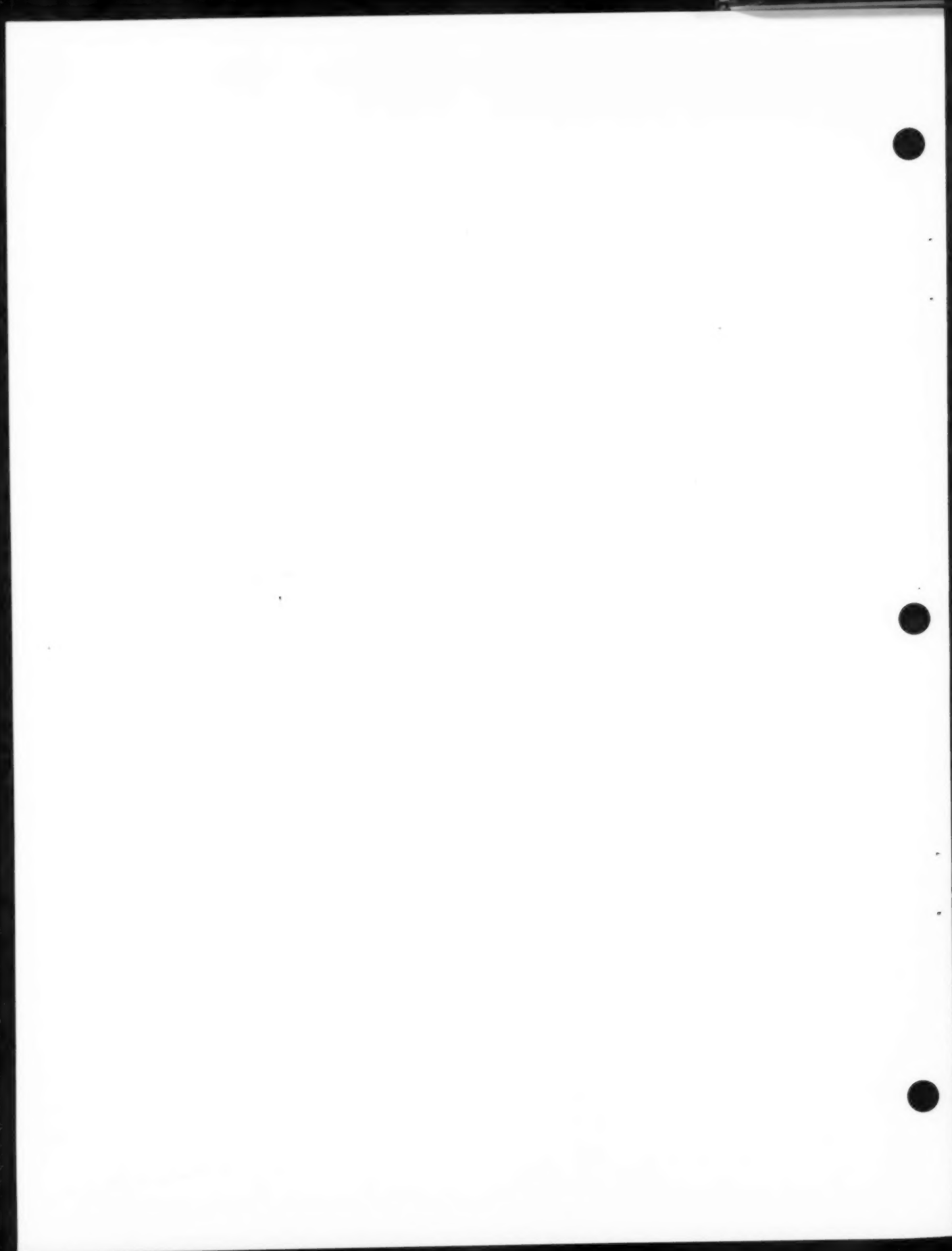
**PRIDE IS A CHORE.** He squeaks. Prefers baseball. In time his music will be important too. Pride needs time. And understanding. Pride. The inner balance that makes a man excel. Proud printers feel it. And, in their choice of fine papers, express it often.



Cover • Bond • Opaque • Offset • Ledger • Mimeo • Duplicator • Translucent

**Atlantic**

EASTERN FINE PAPER AND PULP DIVISION • STANDARD PACKAGING CORPORATION • BANGOR, MAINE



ture 3½" x 5 letterhead. Note says that complete story will be available soon. Should build up interest for the final blast.

□ **LEARNING FOREIGN LANGUAGES** is getting more important in this fast shrinking world. Dover Publications, Inc., 920 Broadway, New York 10, N. Y., is making this learning process easier and more economical. They are selling "Listen and Learn" sets at \$4.95 each. The individual sets cover French, Spanish, Italian, German, Russian and Japanese. Each set contains three 10-inch 33-1/3 rpm records plus the 128-page manual. Gives the listener important words and sentences in an easy-to-understand manner so they can be put to immediate use in daily life, shopping, traveling and so forth. Should make an ideal bon voyage gift to friends traveling to foreign shores.

□ **WORLD'S FINEST Chocolate, Inc.**, is doing a good job of selling its personalized chocolate by mail. The company is a division of Cook Chocolate Co., 4825 S. Rockwell St., Chicago 32, Ill. They specialize in manufacturing and packaging bars of wonderful chocolate. Around each individual bar is a greeting wrapper personalized with the names of the recipient and the sender. For instance, the one-pound individualized bar packed in substantial mailing carton costs \$2. A two-pound bar is priced at \$4. But the large part of the production is sold to companies for gift purposes... and there are substantial discounts for quantity. Write for one of the informative circulars.

□ **SNAKE EYES DICE** were used by Station WJR, Detroit, Mich. for the eye-catchers in unique mailing piece. Came in a ½" x 5¼" x 6¾" mailing box. Two red cubes with each of six sides single spotted were pasted to a black cartoon box bottom with caption: "Roll these dice and you'll get the double spot every time." Copy under box top had only seven short lines of copy plus address. Theme: "Snake eyes means you lose! WJR means you win! WJR does not double spot. WJR gives every advertiser a fair shake for his advertising dollar." Campbell-Ewald Company was responsible for creation. Same copy and art was used in March national and trade magazines.

□ **GOLDFISH AGAIN!** The Sherman Paper Products Corp., Newton 64, Mass., recently used some of Bob Cramer's (Ozark Fisheries, Stoutland, Mo.) goldfish in transparent plastic bags to drama-



## TIE IT better, faster by machine

"Bunn Tying Machines 'a necessity' for large mailings," says Donald Walters, Pres., American Advertising Service

"Sometimes it is necessary to quote on mailings of up to one-half million pieces," reports Mr. Walters, who heads this Cincinnati direct mail firm. "Without our Bunn Tying Machines, it would be impossible for us to quote on a job that size... let alone accept it if offered. Truly, Bunn Machines are a very important and integral part of our mailing operations."

Tying out huge quantities of mail... quickly... is simple and economical with Bunn Package Tying Machines. Each wrap and tie of the strong twine is made in 1½ seconds... or less... never too tight, never too loose. Bunn Machines adjust automatically to any size or shape... tie the smallest commercial envelope or the largest catalog type. The slip-proof Bunn knot... which can't come undone... is approved by postmasters everywhere. Operation of Bunn Machines is fatigue-less, simple... beginners immediately do as much work as 5 to 10 experienced hand-tyers.

# BUNN

**PACKAGE  
TYING  
MACHINES**  
Since 1907

**B. H. BUNN CO.**, 7605 Vincennes Ave., Dept. RD-49, Chicago 20, Ill.  
Export Department: 10406 South Western Ave., Chicago 43, Ill.



**GET THE WHOLE STORY**  
Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. Or let a Bunn Tying Engineer show you. No obligation.

### MAIL COUPON NOW FOR MORE FACTS

**B. H. BUNN CO.**, Dept. RD-49  
7605 Vincennes Ave., Chicago 20, Ill.

- ☐ Please send me a copy of your free booklet.  
☐ Please have a Bunn Tying Engineer contact me.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

YOU  
SHOULD  
SEE  
ME  
IN  
TRUCOLOR



## GOES MEANS PICTURE BUSINESS

Inexpensive . . . yet Effective

Add COLOR to your  
P.O.P. DISPLAYS—CATALOGUE and  
BROCHURE COVERS—  
SALES PROMOTIONS

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CHILDREN • SPORTS • ANIMALS

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Sizes 3 x 4 to 22 x 28

Priced at far less than the cost of original  
artwork alone in average quantities  
. . . And, we'll prove it!

WRITE TODAY FOR THE TRUCOLOR  
CATALOGUE AND PRICE LIST  
They're FREE. Write today on your  
business letterhead.

## GOES MEANS BUSINESS

GOES can help you with  
the greatest selection of  
BORDERED BLANK CERTIFICATES

Designed for today  
. . . Produced in 2 and 3 colors  
Ready for your over-print

GOES brings you craftsmanship  
at a price to  
BUILD YOUR PROFIT

GOES CAN  
HELP YOU PLAN  
A NEW . . .

Warranty  
Coupon Offer  
Limited Time Offer  
Employee Award  
Instruction Sheet  
Charity Drive  
Gift Certificate  
Policy Statement

IDEAS? SAMPLES?  
They're available on  
request. Write Today

**GOES**  
LITHOGRAPHING CO.

42 W. 61st STREET, CHICAGO 21, ILLINOIS  
53 PARK PLACE, NEW YORK 7, NEW YORK

tize the quality of Sherman's new improved Corro-Bags for all types of unusual shipping problems. We don't have any information on the results secured from the addition of the two live goldfish in the plastic bag . . . but as we mentioned before, especially in the St. Louis convention report . . . those Glitter Twins certainly stir up a lot of conversation and curiosity.

□ **MORE EXAMPLES** of good showmanship in industrial advertising are popping up. Latest one comes from Baldwin-Hill, 500 Breunig Ave., Trenton 2, N. J. Clever piece to answer inquiries was developed by Eldridge, Inc. (advertising agency) of Trenton 8, N. J. To dramatize an internal insulating system for piping carrying gases . . . the usual four-page technical bulletin or folder has an extra wing flap which locks the piece together. To get it open you must pull the flap which also pulls an inside lining out of the die-cut slot in the illustration of piping. Identifies and illustrates the product quickly.

□ **TWO MORE MAGAZINES** are using good showmanship to promote their advertising space sales. "The American Home" magazine, 330 Park Ave., New York 22, N. Y. used a novel mailing piece consisting of five life-size die-cut frankfurters tied together on a string. Reverse wording on the imitation dogs told the story of the impact of food stories in "The American Home." Told how frankfurter sales skyrocketed as the result of recipe promotion. "Playboy" magazine joined the chart-slide users to make statistics easier to understand in comparing "Playboy's" circulation, prices and reader habits with those of the "Post," "Life," "Look," "True," "New Yorker," "Esquire," "Sports Illustrated," "Time." Very well done.

□ **ANOTHER GOOD** showmanship piece was created by Philip I. Ross Co., Inc. (ad agency), for its client, Bell & Howell Division, which manufactures and sells the Phillipsburg, N. J. inserting and mailing machine. Six metallic "crickets" (similar to those used by some speakers with slide presentations) were



inserted into die-cuts on a colorful promotion piece . . . to dramatize the six major features which make the Phillipsburg inserter click. Each "cricket" appears adjacent to a panel describing the feature. Exceptionally well done.

□ **FOREIGN MAILINGS** always get attention . . . but our old friend John Plank certainly went to a lot of trouble with this one. John, as many of you know, was formerly with Howard Swink Advertising Agency in Marion, Ohio, and now represents the I. S. Berlin Press of Chicago in their New York office at 511 Fifth Ave., New York 17, N. Y. John traveled to Berlin in West Germany to create a mailing from Berlin. John personally took a picture of the Brandenburg Gate. He then designed a folder, "Please Phone the Man from Berlin," and had the mailing printed by Reporter reader, Erich Blaschker, who did a first-class job. Pieces were then mailed to Berlin's American prospects and customers from Berlin. John possibly has a few extra copies available.

□ **ANNOUNCING** a new phone number or a new address sometimes get to be a complicated production when the idea man and artist get together . . . but here's one which is tops for simplicity.



When Westels Industries Limited, 31-33 Parramatta Road, Lidcombe, N.S.W., Australia, changed their phone number, they sent out the simple post card illustrated (reduced) here. Made a hit without going into a long song and dance.

□ **THE FINE ART** of typography is the title of an excellent 20-page (plus cover) booklet recently issued by Herbeck & Held Printing Co., 1117 Wolfendale St., Pittsburgh 33, Pa. The booklet itself is a fine example of good typography . . . but it is also a short, short course in typography. Should be valuable in graphic arts and advertising classrooms. Herbeck & Held intend to produce a series of booklets similar to this one. All will be titled "The Fine Art of . . ." (some branch of printing preparation and production). Fine idea. Incidentally, Monsen Typographers, Inc., 22 E. Illinois St., Chicago, Ill. recently issued a unique 32-page type display



**A TOUCH OF**

**GLAMOUR**

for that very,  
very special  
**PRINTED  
PIECE**

# **SORG's PARCHTEX**

Delightfully new...distinctively different...excitingly glamorous!

That sums up in a few words the almost unanimous comments of printers and paper buyers who have used PARCHTEX — Sorg's luxurious new paper with the distinctive texture and appearance of fine parchment.

PARCHTEX prints beautifully by offset, letterpress, thermograph, or silk screen...and is strikingly impressive when used for letterheads, certificates, announcements, invitations, or for any job designed to be different.

Sorg's PARCHTEX is available in stock, in Natural, sparkling White, soft Green, delicate Pink, and a beautiful Blue tint—in both text and cover weights.

• *Write for —*

or phone your Sorg Distributor to obtain PARCHTEX Swatch books and a selection of PARCHTEX printed samples.



**THE SORG PAPER COMPANY • Middletown, Ohio**

• Manufacturer's and Converters of Stock Line and Specialty Papers

**SORG STOCK LINES**

WHITE SOREX • CREAM SOREX • LEATHER EMBOSSED COVER • PLATE FINISH • EQUATOR INDEX BRISTOL • REGISTER BOND  
MIDDLETOWN POST CARD • 410 TRANSLUCENT • EQUATOR LEDGER • SORG'S BLOTTING • BRILLIANT VELLUM  
TENSAX • GRANITEX • PARCHTEX

Offices in NEW YORK • CHICAGO • BOSTON • ST. LOUIS • LOS ANGELES



## A LEADING BUSINESS PAPER REPORTED THIS ABOUT

*Autopen*

### SIGNING MACHINE

International Autopen Company makes the Autopen Signature Signing Machine which rewrites a signature at the rate of 3,000 times in an 8-hour day. It writes with any fountain pen (including your own) containing any type of nib, in any color of ink. Anyone can operate the machine which is changed in a few seconds to allow machine to write different signatures or other text. Machine written signatures cannot be distinguished from original, and is legal on any check or document. This provides control against forgery since machine written signatures are identical to master, never varying like a manual signature. To prevent unauthorized use, master can be locked in a safe, and machine can be equipped with locks and counters to control its use. The Autopen is used to sign insurance policies, stock certificates, diplomas, celebrities' photos for fans, authors' autographed books, etc. Real signatures increase the value of direct mail. So far, the government is largest user of Autopen. Machine is hand fed and operates by a foot pedal. Ideal for lettershops that produce automatically typed letters, because it offers the ultimate in facsimile letter reproduction. Literature available by writing International Autopen Co., 1026 20th St., N.W., Washington 6, D. C.

book which measures  $3\frac{1}{2}'' \times 10\frac{1}{2}''$  but which opens into a large  $28'' \times 21''$  chart. Specially designed fold permits easy viewing of individual pages without complete unfolding. It's printed on a Kimberly-Clark plastic coated paper which can be unfolded hundreds of times without fraying. Might be valuable in your idea file.

□ **PATENT-DEX REPORTER** is the name of a new weekly publication published at 375 South St., Newark 5, N. J. Should be valuable to all those who must keep in close touch with patent developments in their own or supplementary fields. Each week all patents granted in Washington are listed under seven different industrial classifications. Describes patent briefly and gives the name of the inventor and patent number. If you are interested in any particular patent, you can then get an abstract from the Patent-Dex company. It sounds like a good idea.

□ **MAYBE IT'S BEEN** done before... but this is the first time we've seen a direct mail piece which had all of its selling copy on the envelope and nothing on the inside except samples. The Eureka Spring Co., Inc., 233 W. 18th St., New York 11, N. Y. mailed an  $8\frac{1}{4}'' \times 5\frac{1}{2}''$  heavy manila clasp envelope to a list of prospects. Half of the address side described the samples of springs which could be found on the inside. Back of envelope, including the flap, was devoted to picturing and describing either stock items or custom-made specialties in the metal spring lines. Inside were short pieces of six different sizes of springs. Must have been interesting to those in the market for such things.

□ **COMMERCIAL PRINTING** and lithography sales in the New York Metropolitan area were 6.6 per cent higher in February than in the same month last year, according to the monthly sales index of the New York Employing Printers Association. For the first two months of 1959 sales were 2.7 per cent higher than for the same period last year, and were running at an annual rate of \$1.167 billion as compared to \$1.136 billion for 1958. The Association's index is based on reports from a representative cross-section of the entire commercial printing and lithographing industry of the New York metropolitan area.

□ **CONGRATULATIONS** to the Graphic Arts Council of Pittsburgh, Pa. for the bangup cooperative advertising job they created as a contribution to National Advertising Week. Advertising agencies and advertisers throughout the Pittsburgh area received an impressive-

looking packet which contained twenty-five  $5\frac{1}{2}'' \times 8\frac{1}{2}''$  cards created and printed by typographers, artists, photographic studios, lettershops, printers, paper merchants, binderies, engravers and other suppliers in the graphic arts field. Each card was a masterpiece of explaining the services available from the individual cooperative advertisers.



□ **ROBERT DeLAY**, president Direct Mail Advertising Assn. (center) and Horace Nahm, chairman, DMAA Postal Volume Committee, talk with Postmaster General Arthur E. Summerfield, prior to his appearance before Sales Executive Club of New York on March 10.

□ **DIRECT MAIL DAY** in Denver was bigger and better than ever... so reports Glenn A. Reineke, VP of Henry Van Hummell, Inc., insurance brokers. AR's Dick Hodgson spoke at noon to nearly 250 people with his always entertaining "101 Ways to Add Excitement to Your Advertising." The big day was held February 19th under the chairmanship of Chuck Newton, Rockmont Envelope Company. If you're interested in seeing the promotion pieces that Glenn used to promote the day, write him for a set of the four pieces, at 444 Sherman Street, Denver, Colorado.

□ **ADDRESSOGRAPH-MULTIGRAPH CORP.**, Cleveland, Ohio, has come up with an idea which makes inquiry handling (especially at conventions) much simpler. The idea was tried out recently at a Design Engineering Show in Chicago. Everyone attending the show received an Addressograph No. 50 plastic "Inquiry Time Saver" card which was embossed with their name, company and address on a Model 6340 Graphotype machine. The convention management rented 20 of these Graphotypes for the registration desks and 300 12-30 Imprinters, which were installed in the booths of the exhibitors. When a visitor stopped at an exhibit and wanted additional information, he presented his plastic card to a representative who im-

*meet the Newest*

*...the Brilliant White*

# FLUORODULL

COATED BOOK

*easy on the eyes!*

Photographs courtesy  
Evinrude Motors, Milwaukee



the brilliance is there

...without the glare

Fluorodull's brilliant white and smooth finish accentuate the full range of halftone values.



FLUORODULL is a new, brilliant white, dull coated book paper incorporating fluorescent dyes in the coating itself.

Halftones print sharp with accented highlights . . . flat tints lie smoothly . . . folding qualities are excellent . . . readability is glareless and restful.

It's exactly the right sheet for annual reports, brochures, special announcements, etc., where perfection is a planned objective.

Try Fluorodull. It will more than please you. Prints equally well letterpress or offset. Comes in 70 and 80 lb.

**WRITE**

for the Fluorodull Portfolio  
including samples of printed specimens.

**ADDRESS:**

The Appleton Coated Paper Co.  
1200 N. Meade St., Appleton, Wisconsin

# FLUORODULL

by **APPLETON COATED**

*This insert lithographed in four process colors on Fluorodull Coated Book, Basis 80.*



printed it on a sales tip sheet. Saved a lot of time and provided complete accuracy, and of course more speed in handling potential customers. We would like to see this tried out at the Direct Mail Advertising Assn. convention in Montreal next September.



□ **WE LIKE TO SEE** the portfolios of paper companies which include specimens of current letterheads. Seems like there ought to be more of such promotions. Latest one to cross our desk came from Parsons Paper Co., Holyoke, Mass. Pocket folder contains eight excellent letterheads of an equal number of prominent companies. The design ideas should be adaptable to other organizations. You can get a copy by writing to the company's advertising department or to their advertising representative, Gibney & Barreca, 100 Chestnut St., Springfield, Mass.



□ **NOBODY RUNS OLD FASHIONED ADS!**...that's the title of an unusual brochure which promotes the services of Bruce Payne & Associates, marketing consultants, 600 Fifth Avenue, New York 20, New York. Write for a copy if you're interested in unusual formats.



□ **THE ADVERTISING CLUB** of Greater Miami, Fla., has just released a comprehensive directory of advertising facilities in Dade County, Fla. It is titled: "Advertising/Miami/1959." The 48-page publication contains some 500 listings of those affiliated with the advertising industry in the Greater Miami area. Some 57 different advertisers are represented in the directory. Is being distributed without cost to all major advertisers in Dade County, every advertising agency in Florida, and 200 agencies throughout the U. S. Some copies will be available at \$2 each and can be obtained by writing Charles H. Whitebrook at Bishopric/Green/Fielden, 3361 S. W. Third Ave., Miami 45, Fla. Since the Direct Mail Advertising Assn. 1960 convention will be held in Miami Beach, some of you might like to get the directory so you'll know who is doing what in that area.



□ **THE PROPOSED 5¢** penalty on short-paid first class mail seems to be dead. It was put into effect briefly last summer but was soon cancelled temporarily with an extended effective date. That date was extended again but now the announcement from the Post Office seems to indicate that the complaints which poured in were effective in having the idea killed entirely. The biggest complaint against this 5¢ penalty was that

## coup de maitre

means a "master stroke" . . . a deft maneuver, a job well done.

It's a favorite expression in Montreal where many direct mail people speak both French and English.

You'll say "coup de maitre" too, when you exhibit your product line in Montreal this September . . . at the 38th Annual Convention & Exhibits of the Mail Advertising Service Association International.

- The place: Montreal's new Queen Elizabeth Hotel.
- The date: September 16-19, immediately following the DMAA Convention.
- The audience: 500 owners and production supervisors of commercial direct mail. They'll be coming from all over the U.S. and Canada . . . anxious to see, hear, learn and BUY!

If you're a direct mail supplier: offset presses, paper, inks, addressing and mailing equipment, etc., plan your "coup de maitre" now.

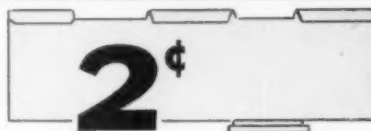
Reserve sales-winning exhibit space now by writing:



### MASA Exhibits

18120 James Couzens Hwy  
Detroit 35, Michigan

# STILL



## ON OUR 50TH ANNIVERSARY

Globe sets up your names on plates for as low as 2¢—addresses them at speeds up to 60,000 per hour on your orders—at less cost than your own department. Will use your present system, or any system desired.

Takes all the machinery out of your office, expands your capacity to hundreds of employees, frees executives for more important matters.

For publishers—complete service available from cage to Post Office. You open mail to take out remittances. Globe does all the rest—renewal series, collection series, changes of address, correspondence, premiums, preparation of reports, etc.

No distance barrier—can be handled from anywhere. Visitors to our convenient plant made welcome.

Telephone OR 5-4600 for appointment,  
or drop a line to D. M. Hopney.

## GLOBE FULFILLMENT CORPORATION

(An extension of Globe Mail Agency, Inc. and predecessor companies.)

148 West 23rd Street, New York 11, N.Y. • ORegon 5-4600



**D**OES your envelope carry this sign on it? If it does, you need Cupples "Personalized" envelopes for sure. They invite readership at once and are designed to give your mailing complete acceptance. This is of the utmost importance to direct mail advertisers. To make your next mailing the best ever, think of Cupples "Personalized" envelopes. Our smart striping, points the way for bigger sales. Call Cupples and arrange to have us do a sketch for you, showing just what can be done to beautify your envelope. Take that "DO NOT DISTURB" sign off your envelope and invite your customer in, this is good selling and good selling is good business.

**S.**  
**C**upples  
*envelope co., inc.*

360 Furman Street • Brooklyn 1, New York

SALES OFFICES: PHILADELPHIA • BOSTON • WASHINGTON

it was imposed on the wrong person... the recipient, rather than the sender.

☐ **THE MODERNIZATION PROGRAM** for the Post Office Department is going forward rapidly. Suppose all of you saw the news item about "the Post Office of tomorrow" which is to be built at Providence, R. I. by Intex Systems, Inc., an I. T. & T. subsidiary. It will take several years to complete and will then be rented to the Post Office at \$1,400,000 a year. It is supposed to be a research laboratory in addition to a working operation and will be the first automatic mail processing facility with all the latest equipment, including automatic mail sorters. Also worth noting is that on March 3, President Eisenhower and Postmaster General Arthur Summerfield dedicated the rebuilt, modernized and mechanized Washington, D. C. Post Office, which cost an approximate \$12 million. In addition to being a "postal showcase" for the entire nation, the Washington, D. C. mechanized operation will also experiment on all mechanical devices for mail handling of the future. On your next trip to Washington, it might be worthwhile to wangle an invite for an inspection trip.

☐ **NEARLY EVERY** motorist is in the position of this applicant for a driver's license. He wrote "No" to the question, "Have you ever been arrested?" And then he was momentarily stumped by the question that followed immediately, "Why?" In a moment of truth he wrote down, "I just wasn't caught." We found this item in the interesting newsletter published by Mail Advertising Services Ltd., 54 Federal St., Auckland, New Zealand.

☐ **LIST COMPILERS** are sometimes driven nuts by inaccuracies in published directories, according to Eli Kogos of Webster, Mass. He tells the story about a Miss Gertrude Bronson who is listed in the Waterbury, Conn. city directory as an assistant at the public library. She is at home among books but can't read or write. Library officials have confirmed that Miss Gertrude Bronson is the library cat.

☐ **IS THE REPORTER** on your mailing list to receive samples of all your direct mail promotions? It should be because you may give us an idea to pass along to others in short notes or a feature. It is best to list us twice. Send a copy to 224 Seventh Street, Garden City, N. Y. and another one to 3 Bluff View Drive, Clearwater, Fla. ●

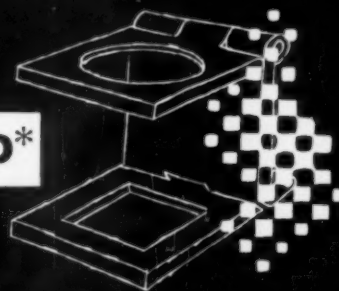


## SNOWLAND BOND\*

Etched against a distant background snow-laden  
fir stand out in sharp relief-sparkling white  
and living green, the essence of visual contrast.

The new white of Snowland Bond, true-bright, and  
without glare makes available that same eye arresting,  
well defined contrast for your printed message.

More opaque, strong and above all smooth running Snowland  
Bond represents a new standard in unwatermarked papers.



*\* it's a Fraser Paper*

### THE SNOWLAND FAMILY

SNOWLAND BOND  
*rugged reliability*

SNOWLAND MIMEOGRAPH  
*accurate cutting*

SNOWLAND DUPLICATOR  
*smooth surface*

**FRASER PAPER, LIMITED** Sales Offices: NEW YORK AND CHICAGO • Mills: MADAWASKA, MAINE

# Direct Mail advertising



## CAN PRETTY GIRLS HELP SELL INDUSTRIAL EQUIPMENT?

by Henry Hoke, Sr.

FOR MANY YEARS, the Garrison Machine Works has prospered against the odds and against all odds. We are now looking for expansion. We want a group of pretty-looking girls to sell our industrial equipment. We want to see if we can get up and look better.

Some of the girls are now in the office and I am sure they will be the best. I have been told that they are the best. I have been told that they are the best. I have been told that they are the best.

Continued on Page 29

# CAN PRETTY GIRLS HELP SELL INDUSTRIAL EQUIPMENT?

by Henry Hoke, Sr.

done but we nevertheless have been doing it since 1903. And we feel we have been successful since our equipment is regarded, by our customers, as the standard of the world. We have used on occasion trade paper space but never have the results been sufficient for us to continue it and abandon our primary use of, and interest in, direct mail. Frankly, there are times when we would like to abandon direct mail since trade paper advertising is so much easier to do and takes so much less time on our part."

The present president, Ralph Garrison, took over during the depths of the 1930 depression. He became more enthused about direct mail even though it didn't sell much, but it laid the groundwork by establishing company and specialty identification.

Most of the Garrison direct mail in the past has been centered around a "Chuckgram" self-mailer sent every week or ten days to important prospects. They were conservative and conventional. Managed to keep company name remembered. Also on program were special mailings of reprints of machine tool articles or technical reports on special projects.

Those activities were backed up by having the advertising office equipped with Flexowriters (automatic typewriters). These were used to send well-written letters over president's signature to small specialized lists. Worked well.

But the real fireworks started early in 1953, when it was decided to try something unconventional, even though during the recession no one was buying any tool equipment of any kind.

The "girlie pieces" are four-page, 8 1/2" x 11" affairs (folded once again to a 5 1/2" x 3 1/2" self-mailer). On the first spread (8 1/2" x 11") is

a large illustration of a bathing girl (from Eastman Kodak's publicity department) with clever, short caption underneath. Inside devoted to picturing and describing chucks. On only one piece (the seventh in series) was the format reversed. A chuck appeared on cover. Inside, a heading "Oops! Somebody Goofed." Instead of chucks there were seven pictures of bathing girls with clever tie-in captions.

Here's how Dick Oswald explains their thinking and what has happened.

## Stop Them Fast

"We wanted to show that we made all types, sizes, and styles of special chucking equipment for any kind of part. We wanted our potential customers to think of 'Garrison' at the same moment they thought of chucking equipment of any kind. With the great amount of mail which our prospects receive daily, we looked for a way to stop them fast—and quickly get them inside to see the spread of equipment we had to offer. These girlie pieces are mailed on a 2 week schedule to our entire list both by title and by name if available.

"Immediately we began to see results. Inquiries increased, with direct reference to the girlie pieces. The second mailing resulted in the sale of several thousand dollars of equipment and sparked the creation of two completely new lines of chucking equipment. As the series continued, we were getting notes, letters, and telephone calls regarding the girls. One customer, when asked if he had received a certain piece, asked 'was that the one with the gal standing in the surf or sitting on the rock?' On Christmas afternoon an acquaintance of our President, Mr. Ralph Gar-

Continued on Page 29

the rut in industrial advertising, and decided to completely change pace.

So after the correspondence with John Yeck, we got in touch with Dick Oswald and asked him for the complete story. Here are the highlights of a very successful campaign.

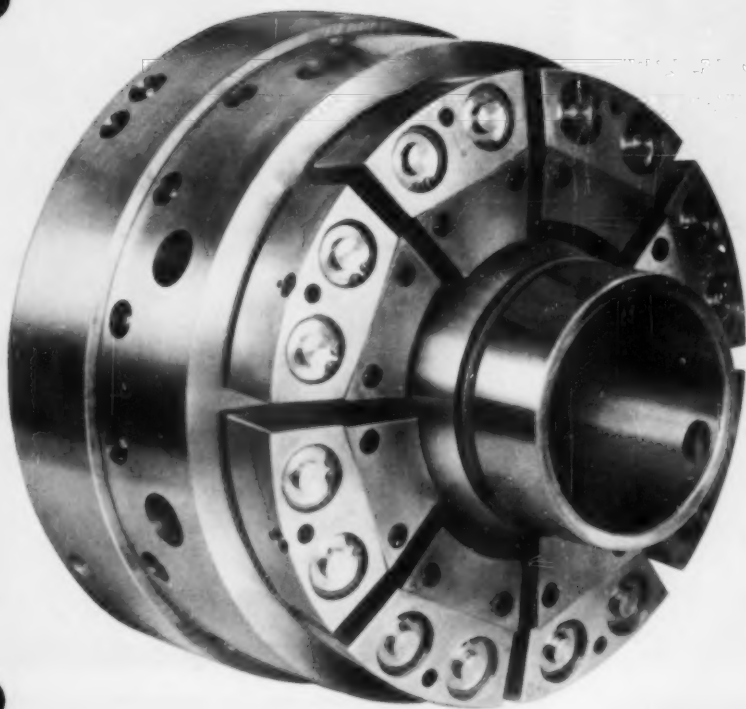
The Garrison Machine Works is now in its second half-century of doing business with leading firms all over the world. They manufacture from individual company specifications such industrial custom-made specialties as: holding fixtures, special gages, gaging machines, automatic loaders, sorting machines, special machines, automatic equipment, thermal control, special inspection equipment, chucks, fixtures, jigs. But the major emphasis is on highly accurate chucking equipment.

Here's how Dick Oswald explains the background of their use of direct mail:

"Our business has been built on the use of direct mail. Since we do not have any company salesmen, agents, or sales representatives except in England, France, Japan, etc., we must rely on the written word and the telephone to stay in business. We are constantly told that this can't be

**THIS WAS NUMBER SEVEN** in the successful series of offbeat self mailers. Instead of usual "girl situation" for dominant illustration, Dick Oswald substituted a product shot, and ran lots of gals on the customary product spread.





Here is something really NEW in sliding jaw collet chucks. We call it the JAW-BAR because the jaws slide on bars. This design permits perfect sealing against grit, emery, and water. And because each jaw is positioned by twin bars----and slides on twin bars----the jaws maintain their relative positions at all times. The Jaw-Bar was designed originally for chucking ultra-precision parts. But it is rugged enough for any heavy-duty service, too. And by using false jaws, one Jaw-Bar chuck will handle a wide variety of types and sizes of workpieces. The Jaw-Bar is available in single row types----also in double row models (with compensators) for long workpieces.

oops!  
somebody goofed

This page was supposed to carry 7  
different views of our new JAW-BAR  
chuck shown on the cover.

With your permission we shall let  
this "goof" stand, and bring you  
more on the new JAW-BAR later.

Rgo  
9-23-58





call Garrison  
if it's hard to hold...



GARRISON MACHINE WORKS, INC.  
DAYTON 4, OHIO

Bulk Rate	
U.S. POSTAGE	
PAID	
Dayton, Ohio	
Permit No. 327	



Garrison is well-into its second half-century of doing business with leading firms all over the world. If you have some problem within our field of experience, we shall be happy to work with you. Send prints—or outline the project. There is no obligation, of course, because we charge only for completed products which have been authorized by a

formal order. One more point. Anything we build must first satisfy us — then you. Our name and reputation mean more to us than your dollars. This policy is your protection. If it appeals to you—come and see us. Or write. Or telephone us at  
BALdwin 2-6708.

*R D Garrison*  
President

HOLDING FIXTURES • SPECIAL GAGES • GAGING MACHINES • AUTOMATIC LOADERS • SORTING MACHINES • PRODUCT DEVELOPMENT • CONTRACT WORK  
SPECIAL MACHINES • AUTOMATIC EQUIPMENT • THERMAL CONTROL • THERMO-LAB • SPECIAL INSPECTION EQUIPMENT • CHUCKS • FIXTURES • JIGS



rison, called to tell Ralph that the girls were the bright spot in his mail. Another wanted additional copies to send to a friend at the S. A. C. headquarters out West.

"To date, we have received only one criticism (I am certain there must be more however) and it was from Boston. We did appreciate it and the writer had a basis for objection. However in the light of the superior response in favor of the series, we felt that we were justified in continuing. The cost of the series is very low. We can only estimate but we find that it costs us about \$180.00 to put out 3,000 of the pieces. This includes printing, postage, and all labor. The girlie photos are supplied to us by J. Walter Thompson of New York and I found them from one of your Short Notes in The Reporter. The art and layouts are all done here but due to size this piece is not printed in our offset department but done outside."

So, in spite of often-voiced criticism of using cheesecake to attract

attention, this one seems to have been a surefire hit. Of course, the pictures themselves are in good taste or they wouldn't have been released by Eastman Kodak, well known for their strict adherence to good taste. We hope the campaign will continue for it's been a lot of fun getting the facts about it.

We think some of you may be interested in the mechanical handling of the Garrison direct mail program. Ralph Garrison and Dick Oswald do all the creative planning. No agency. Here is Dick's explanation of the mechanical setup:

"Since we are happily committed to direct mail, we have made every effort, as amateurs, to avail ourselves of equipment to do the job better and do it easier. About a year and a half ago, we completely revamped our operation. We purchased a new A. B. Dick 350 offset duplicator, a Kenro 11" x 14" camera, plate making unit, Pitney Bowes FM model folding machine, an A. M. Graphotype, and other related basic equipment.

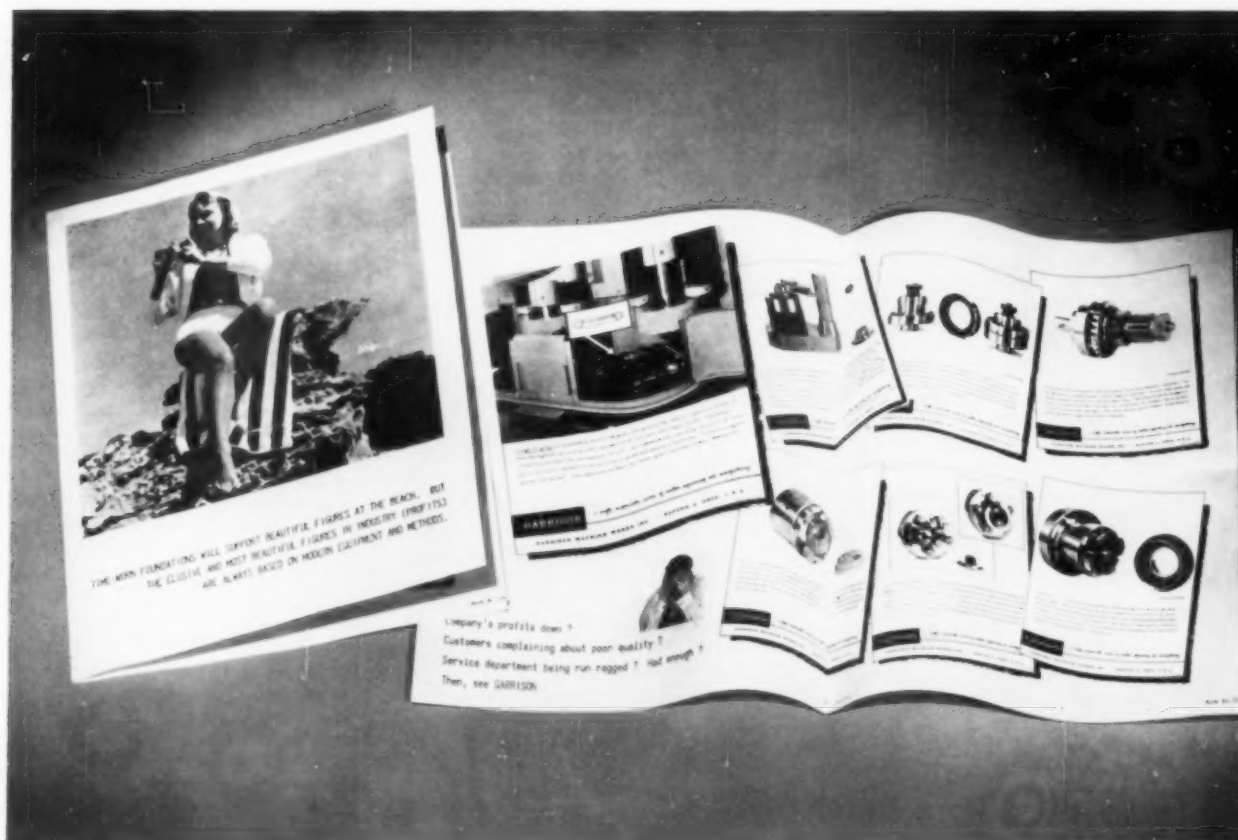
"This, used in conjunction with our other addressing, darkroom, and printing equipment, enables us to exercise complete control over creation, preparation, and mailing of our material. Now, if we desire, we can instigate a campaign in the morning and have it in the mail by the end of the day.

"Having this equipment gives us a flexibility which enables us to follow an idea, trend, or current situation without delay. Also we find that we can produce more material and get it into the mail sooner and at a lower cost. Naturally there are times when size or quality desired precludes our doing all the work ourselves. In this instance, we do go to outside suppliers for art and printing.

"This combination so far has proven to be very effective. When we do go outside for art, we make an effort to get design and layouts, which can be used for other purposes at a later date. This is not the prime consideration but does have bearing on our choice. An example is the

*Continued on Page 30*

**THIS TYPICAL SELF MAILER carried Eastman Kodak picture of posed model, to attract attention for the spread of product pictures.**



advertising reprint showing a man holding a greased pig and then how it was used to make what we think is a very distinct catalog cover with a high recall value. And even later was added to the address side of the girlie series to further drive home the idea that we make equipment for any holding problem.

"Our mail list is something of a problem at times. We feel that due to our particular use it does not pay to attempt to break down, or key, our lists as is possible with our addressograph equipment. Rather we prefer to maintain distinct and separate lists wherever necessary. Generally we break it down as follows:

1. General List by company name.
2. General List by individual name.

"All correspondence, inquiries, sales calls, personal, or telephone, are screened for additions or changes to our list. In addition, trade magazines are also screened for news of people and businesses which might affect the list. In addition to the two lists mentioned, we keep other lists such as builders of machine tools, dealers of machine tools, gear manufacturers, also a special list of firms building aircraft and missile components and parts. This variety of lists, on plates, make up the bulk of our mailings, and all receive the girlie series in addition to other special promotions which are geared especially to their particular interests and problems.

"On occasions, we find need for a short campaign dealing with an isolated group of people and covering some aspect which does not justify merging their name into our general lists. In this case, their names are made up into a six (6) channel coded tape which can be re-used indefinitely, if necessary, and gives us an automatic address but does not cost as much as making an addressograph plate. If after initial use, the list proves effective, or of continued importance, it is put into our general lists along with the rest."

Add this case history to the long list of direct mail successes and to the shorter list of offbeat industrial advertising campaigns. It has also taught this reporter a good lesson. Never pass snap-judgment on an individual piece of direct mail (especially industrial) without knowing the complete background. We apologize to Messrs. Garrison and Oswald for our suspicions when we saw those first two (6th and 7th) pieces. ●

## Polaroid Pictures Increase Science Catalog's Selling Power . . . At Half the Production Cost

by Joseph Phelan

**E**S. RUSSELL of the Cambosco Scientific company in Boston has triple proof in time, money and sales that it's often profitable to listen to a good secretary's suggestion.

The treasurer of this science supply firm states positively that he has achieved a 50% savings in time and production costs . . . by using a Polaroid Land Camera to illustrate the company's catalog. There has also been a considerable increase in orders since 60-second photography was adopted about two years ago.

It seems Mr. Russell had been an admitted devotee of the Land Camera from the moment it was first placed on the market in 1948. He had used it extensively on a number of world tours. But he never thought of putting his hobby to work in business until his secretary casually made the suggestion.

### 95% Polaroid Pictures

The innovation was introduced in the 1956-57 catalog, a 136-page publication with four-color covers. It contained illustrations of some 5,000 pieces of apparatus, chemicals and specimens for chemistry, physics and biology departments of colleges and secondary schools. About 95% of the pictures were prepared with the Polaroid Land Camera.

All previous Cambosco catalogs had pictured drawings of frogs, turtles, cultures and even living organisms; while costly conventional photography was employed for other materials. Nobody in the industry made a move to change this general format until Mr. Russell took a wom-

an's recommendation. It was most certainly a radical departure, and an extremely important decision, for a "strictly mail order" business like Cambosco. (The catalog is Cambosco's greatest salesman.) But Mr. Russell was so enthusiastic about Polaroid picture production, he inserted this special preface in the 1956-57 catalog:

"One picture is worth more than . . ."

The Chinese philosopher is said to have said that it's worth more than a thousand words. His dictum has meaning alike for the educator and for the advertiser . . . If your hobby is photography, you may be interested to note that substantially all of the pictures were made by the Polaroid process.

The intent is to provide *faithful portrayal* of the materials that will be furnished on your order; to make it easy for you to select exactly what you want . . . without reading a thousand words of sales talk.

Mr. Russell says the Land Camera method allows the photographer to determine in a minute whether the most desirable picture has been achieved. And when some 500 articles are being lined up at one time for shooting (not unusual), it's a very important factor in reckoning time and costs.

### 69c Per Unit

For example, the 52-year-old firm formerly employed a professional photographer on an eight-hour-a-day, year-round basis to do the same work which now requires less than half the time. Moreover, it costs as much as \$10 per print under the old method. Besides delays in awaiting proofs, when they were unsatisfactory it meant more wasted time to have the



This "striking copy" campaign  
really struck home . . .

**INTERESTING  
WEEKLY LETTERS  
SAMPLE  
AGENCY'S  
SUCCESS  
. . . AND  
SELL \$60,000  
IN NEW  
BILLINGS**

DAVID MALKIEL ADVERTISING, INC., 88 Newbury Street, Boston, was founded in 1918 by David Malkiel. Since his death in 1950, the agency has been run by his son, Julien Malkiel . . . a University of Massachusetts graduate who joined the firm in 1947.

Julian now has a compact staff of five (account executive, office manager, art director and space department) . . . and offers a roster of 176 individual services. He also uses his own flair for "Striking Copy" (the agency's slogan) to get new business.

The Malkiel self-promotion mailings shown on these pages are part of a twelve-week letter series . . . each mailed a week apart to 350 prospects.

From a pack of matches in No. 1, to an agency "score sheet" in No. 12, each letter carried either a tip-on or an enclosure. Some letters merchandised reprints of successful space ads Malkiel had created for clients. Others included samples of client products. All were dramatic . . . sampling the agency's success with products ranging from electronic components to bubble gum.

The twelve letters produced 24 inquiries from the list of 350 prospects. By reading the "Striking Copy", you can see for yourself why these 24 were convinced. They placed a total of \$60,000 in new billings with Malkiel. •

DAVID MALKIEL ADVERTISING, INC.  
88 NEWBURY STREET, BOSTON  
ESTABLISHED 1918

Please accept with our compliments a genuine . . .

This is one of over 100,000 types of electronic components and devices carried by LAFAYETTE RADIO Division of Radio Wire Television, Inc., our client for ten electric years.

Pioneers in the ethereal world of High-Fidelity with its sonorous woofers and titillating tweeters, Lafayette is now excitingly engaged in the ultra-real realm of stereophonic sound.

Our job? . . . to develop and coordinate all advertising directed toward the audiophile (snobbish term for lover of high jinks in Hi-Fi) and the general music-loving public.

Lafayette . . . we are here!

Sincerely yours,  
DAVID MALKIEL ADVERTISING, INC.

*Julien Malkiel*  
Julien Malkiel  
President

JM:mb

P.S. If you can guess what this thigamabob is, a new stereophonic record is yours. I'll spin right over with it.

Now we are blowing out



about the Commonwealth

Felt Co., of Boston and Easthampton, Mass. A leader in industrial

felt since 1914, Commonwealth threw its



in the

fashion felt ring only a few years ago. Specializing in felt by the

yard for the sew - it - yourself set, they've made a nice big



out of it. We are the only advertising agency they have ever

had. What do you say we have a



to

talk with you?

Sincerely yours,

DAVID MALKIEL ADVERTISING, INC.

*Julien Malkiel*  
Julien Malkiel  
President

JM:mb

PERFECTIO  
felts

TEN 6" FELT SQUARES  
only \$1.00 postpaid

Ideal for a wide selection of colors  
lower cost. Includes TRANSFER PATTERNS  
containing ten applique designs and a color  
alphabet. Just what the homemaker needs  
applies to all types of garments,  
small novelties, and  
ANYTHING else that can be  
made with felt.

FELT BY THE YARD BY MAIL

Save those hard-to-get designs  
Send for our new color card  
which you can pick your favorite  
of PERFECTIO Brand Felts. Then  
by mail for the very best in felt  
at minimum of expense.

COMMONWEALTH FELT CO.  
24 Summer St., Dept. F-2  
Boston 16, Mass.  
\$1.00 for ten 6" felt squares  
plus 10¢ for color card and your self-addressed envelope.  
Send for new color card and your self-addressed envelope for the best in felt at a minimum of cost.

SEW FOR FUN  
and PROFIT WITH  
PERFECTIO felts

Your choice of 36 bright colors in 3  
widths. PERFECTIO Brand felt is ideal  
for making anything that can be made  
with felt. Save. Hand-to-gate dollars!  
Send for new color card and your self-addressed envelope for the best in felt at a minimum of cost.

COMMONWEALTH FELT CO.  
24 Summer St., Dept. F-2  
Boston 16, Mass.  
\$1.00 for ten 6" felt squares  
plus 10¢ for color card and your self-addressed envelope.  
Send for new color card and your self-addressed envelope for the best in felt at a minimum of cost.



strubing 4 copy

striking copy  
is like  
a match

This is the 40th year of our existence. We have  
oil in behalf of our clients. We have  
times of de-----on (dirty word) we  
of keeping their brands glowing brightly.

Our sales manual shows a list of 176 distinct services we  
perform. From the efficient little match book cover to  
the giant multi-purpose catalog, each has its place in the  
elaborate web of modern marketing.

may we ignite a little match book design for  
obligation, and perhaps you will

Sincerely yours,  
DAVID WALKER ADVERTISING, INC

DAVIS

*Julian Malkiel*

Julian Malkiel  
President

TM:mb  
P. S. A card or a note will bring you a supply of match  
books...preferably delivered personally at fire-  
engine speed.

Now how about us?

In our letters we have told you a little bit about some of our clients and the type of work we do for them. The enclosed Data Unit sheds more light on our own organization.

We are also enclosing our Standard Agency Score Card which compares our qualifications with your present ones. I hope that some day you will be able to use our services.

We have written these letters in the hope that some day soon you will call us in for discussion. Meanwhile, if you are happy with your present advertising, then by all means stay with your agency and give them a little pat on the back once in a while. If you are unhappy, then by all means find out if your present set-up can be strengthened with a few words of caution.

Sincerely yours,  
DAVID WALKIEL, ADVERTISING, INC.

DAVID MALKIEL ADVERTISING, INC.  
NEWBURY STREET, BOSTON 14, MASSACHUSETTS

INDEX: A - 000  
DATE: August, 1958  
PAGE 1 OF 1

REPLACES NO. 11 The Anatomy of an  
E. DAVIS

Presented to	PAR SCALE		COMPETING SERVICES			
STANDARD ADVERTISING AGENCY SCORE CARD	Test	Final				

INDEX: A - 000  
DATE: August, 1958  
PAGE: 1 OF 1

1. BOSTON  
Scribner's copy

We've been thrown a

We could milk the pun possibilities here... (it's a doggone good account, we're happy as a pup, and so on) but we'll resist the temptation in order to say that straight, factual advertising brings KOMFORT a profit year after year.

line of products to most well known  
up so essential to most well known  
ad must produce a profit.

Have we helped? We think so. HUMPHREY'S advertising budget  
is higher now than at any time before we were appointed. And  
are positive increased sales made this possible.

our dog-eared case history book? (oops...  
our dog-eared case history book?

May we show you our well-thumbed case history?  
 sorry) our well-thumbed case history.  
 Sincerely yours,  
 [Redacted] [Redacted]

Sincerely yours,

# GENUINE CEDAR TREATED KUMFORT DOG MATRESS

**KEEPS YOUR DOG OFF THE COLD FLOOR and YOUR GOOD UPHOLSTERY**

**Splendid Gift From  
For Your Dog Laying  
Bedroom Or  
Friends.**



**WASHABLE SLIPCOVERS**  
Made to fit with snap fasteners  
on end of each strip. From each  
slipcover is a set of mattress 18  
in. size table cloth that fits into  
bottom of all sizes.

- A GREAT MATRESS... Not a pad!
- Filled with first quality CEDAR Treated cotton.
- Gives a fragrant natural odor.
- No chemicals used that may injure dogs' coats!

A genuine high-quality mattress  
far superior to mats or pads. Easily  
ruffled, 4 inches thick, treated with  
fragrant Natural Cedar for flath-  
ing flies. Superbly made. Stands 21  
up to years. Duvet love it. No  
dust bunnies or dander odors on rugs  
and upholstery. Thousands of re-  
commends and repeat orders from  
homed owners and dog lovers. No  
25 years prove its usefulness and  
value.

SIZES PRICES	
16" x 23" x 4"	\$7.00
17" x 25" x 4"	\$7.50
18" x 27" x 4"	\$8.00
20" x 32" x 4"	\$9.00
22" x 36" x 4"	\$10.00
24" x 38" x 4"	\$11.00
26" x 40" x 4"	\$12.00
28" x 42" x 4"	\$13.00
30" x 44" x 4"	\$14.00
32" x 46" x 4"	\$15.00

**SHIPPED POSTPAID**

SAVE MONEY! GET BEST BATES QUALITY  
with our RESCO DOG MAT CLIPPERS  
RECOMMENDED BY  
DOG OWNERS, VETERINARIANS

**1278**

Past Field

**KUMFORT MFG. CO.**

Send cash, check or  
money order

**12**

C. O. D. with shipping charges

**IMMEDIATE SHIPMENT MONEY BACK GUARANTEE**

Depo. 17 Bayshore Rd. Boston, Mass.

Gentlemen:

"The kind of product I want to sell costs 10¢ to make, retails for \$1.00, and is habit forming".

Words! Maybe the days of big mark-ups are past. The \$1.00 slogans are disappearing, but they are for Larga-Pic, a

Famous last words: "Postpaid only \$1.00." They  
and the "postpaid only \$1.00." They  
sales still can be habit forming. They  
client of 25 years standing.

Still holding the line at a buck, Larga-Pic builds bigger  
Photo Christmas Card and Wallet Photo sales through continuous  
space advertising. With a profit per unit of pennies, and in  
spite of intense competition, Larga-Pic improves its position  
every year and makes money doing it.

...and here, too. Sales letters, brochures,  
...and envelopes, even their in-

All the devices of their successful direct mail campaigns are planned and conceived here, too. Sales letters, brochures, specially designed order forms and envelopes, even their inquiry record forms are created by this agency.

all the devices and record forms and specially designed order forms and specially designed order forms and record forms are created by this agency.

If you are not satisfied with your inquiry form, send it along for our free analysis. I may drop in to see you with the results but after that you will know why I am writing these letters in the first place.

**Glamorize**  
YOUR  
CHRISTMAS CARDS

arely yours,  
SEE, ADVERTISING, IN

**Glamourize**  
YOUR  
**CHRISTMAS CARDS**  
with your own  
**PHOTO**

**\$20<sup>00</sup>** for only \$1<sup>00</sup>

ONLY \$1 EACH for your own PHOTO on REAL Christmas Cards with elegant designs. Send negative or make photograph at home. (Redundant negative returned uncharged.) Negative added to order. (No cash refund) **ORDER NOW!** Black & white color available. Satisfaction guaranteed.

SURPRISE DOLLARS FOR ORDERING EARLY

LARGA-PK BOX 2 • BROOKLINE MA MASS

PHOTO  
CHRISTMAS  
CARDS

*Handwritten:* Mary

**SURPRISE  
BONUS FOR  
ORDERING  
EARLY**

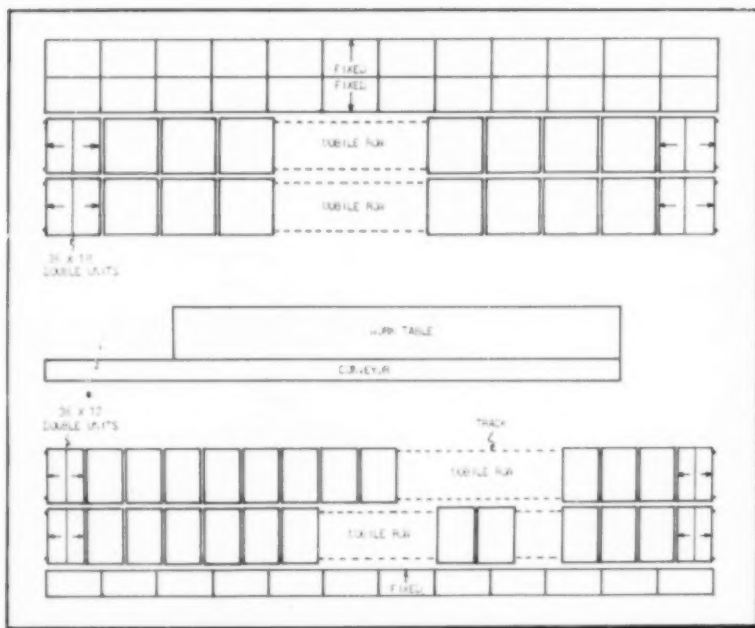
**LARGA-PIC**

*Handwritten:* Home, or your of  
burned unburned  
of color transparent  
black & white on  
MANY YEARS  
your entire last  
card.

As advertised in: **EVERYWOMAN'S FAMILY**  
**WORKBOOK**

*Is too much literature and not enough storage space  
cutting down your direct mail handling efficiency?  
There's a good answer to the problem in this system . . .*

## HOW SCHERING HANDLES 500 DM ORDERS PER DAY



This floor plan shows Schering's consolidation of 124 shelving units in a 1,080 sq. ft. area. Only one main combination work area—aisle is needed to efficiently move 1,149 different types of direct mail literature.

Double face mobile units include two single shelving units . . . mounted back-to-back on special dolly tracks. Each mobile unit rolls along tracks counter-sunk in plywood for employee safety. Unit movement provides access front or back.



**A**T SCHERING CORPORATION, we had a big problem common to many busy organizations: we were troubled with having to store too much promotion material . . . and not enough building space to do it.

Since our pharmaceutical advertising is mostly timely direct mail pieces and informative literature, it is necessary to keep this material available at all times. Most of the material, which also includes product samples, is sent out on a regular basis to physicians, representatives and friends all over the world.

Our storage section for this material occupied an area 36' wide and 30' long. In this original area we had 72 single units of steel shelving. But . . . this proved insufficient to hold Schering's 1,149 different types of literature, and the 438 different items relative to research and samples.

All of these items just could not be stored in this existing setup. The result was many incorrect shipments and long delays in processing requests for literature. In addition, this faulty operation increased our operating costs. In general, we were run-



by H. J. Neubert, Warehousing Manager  
Schering Corporation, Union, New Jersey

**Reporter's Note:** One of the growing problems in many direct mail departments is . . . growth itself. As new types of direct mail literature are added, storage and mail rooms often find themselves cramped with acute growing pains. Too much printed material . . . not enough space to set up an adequate distribution system. Schering Corporation, giant pharmaceutical house in Union, New Jersey, is typical. They have more than 1,149 different pieces of literature which must be distributed periodically. As the corporation's direct mail program grew, so did their storage and distribution problem. Here, warehousing manager H. J. Neubert tells how Schering licked it . . . with a "mobile storage" system developed by Dolin Metal Products, Inc., 315 Lexington Ave., Brooklyn 16, N. Y. If you've got a similar storage problem, "mobile storage" might be an answer for you.

ning an expensive operation, giving poor service and not making any friends at home or in the field. With no additional space available and with no prospects of additional space, our answer had to be in a storage system revision.

#### The Answer: Rolling Stock Shelves

The solution to our problem was to convert our shelving from the typical fixed row arrangement to a new system called Dolin Mobile Storage. The basic principle of Mobile Storage is to convert a large percentage of the service area aisle space (normally required in a fixed row arrangement) into added rows of shelving.

The typical fixed row shelving layout requires one service aisle between every two rows of equipment. Our original area layout required three service aisles amounting to more than half the total floor space. Our existing shelving was mounted in units of two, together on special custom made steel mobile bases or

"dollies." These individual, double mobile units were placed in mobile rows on floor tracks, two rows in front of a fixed (non-mobile) row. Each mobile row had several units less than the full fixed row.

With this open space, any mobile unit could be easily rolled aside at any point along the row for immediate access to any point along the row, and to any rear unit. The special construction of the mobile bases allows our order pickers to roll the comparatively heavy loads with ease.

We installed 124 mobile units of shelving in the area that previously accommodated 72 units. The mobile shelving gave us an increase of 72% in storage capacity.

#### Other Problems Solved

Of course the installation of mobile shelving did not mean our problems were completely solved. We still had to see how feasible and practical it was to select material from shelves for order shipment. And we

also had to consider the safety of people working inside the area, when they cannot be seen all the time.

Our only suggested safety change was to have the tracks for the wheels of the mobile shelving placed in hard plywood below the floor surface to eliminate any possible tripping hazard. The selection problem was solved by careful consideration of stock location. Slow moving items were stored in the rear, while more current favorites were made more accessible. To speed up order selection, we installed a moving conveyor which takes selected orders to the packing section and follows the established flow for out-going materials.

We now have reached a point where we can process 500 shipments per day using two people standing on either side of the conveyor to select the items.

Although we feel we have made considerable progress in our developing a good shipping center, we consider our efforts not unique but necessary and look to continue to improve our "wall stretching" shipping operation. ●

Two girls can now work at one time in Schering's direct mail fulfillment system . . . both working from the same aisle. Converting to "mobile storage" for direct mail literature has increased capacity 72%.

Direct mail literature processors at Schering pick up 500 orders per day . . . filling them easily with conveyor baskets. Popular, fast-moving direct mail is kept in front rows of mobile storage units; slow movers are stored in rear rows.



Reporter's Note: "Testing" is still a favorite subject whenever mail order people meet. Here is another angle on the subject from the well-known Bill Doppler, formerly head of the New Jersey Tuberculosis & Health Assn., now semi-retired as a counselor. Some of the statisticians among Reporter readers may want to study Bill's never-before-released system for testing the sample. Incidentally, at the same time the Doppler theory arrived, we received a report which Lewis Kleid (Lewis Kleid Co., 25 W. 45th St., New York 36, N. Y.) sent to his customers and friends. It outlines in a-b-c fashion how test samples should be ordered when renting lists, and shows how area tests can be controlled in relation to percent of population and per capita income. The population and income listings alone are most valuable. Perhaps Lew could spare a few extra copies. If you want to argue with Dr. Doppler, his address is: 51 E. Madison Ave., Madison, N. J.



## TESTING THE SAMPLE REDUCES THE GAMBLE

**R**ISING COSTS, postage, printing, labor, taxes, make it imperative you test expected returns and productivity of large lists by sample mailings. But testing by sampling requires scientific random samples. Constructing a truly representative sample is sometimes impossible, often difficult and always expensive. Random samples are just not obtainable through trade channels. Trade samples of lists usually contain bias and distortions. Bias in samples is one of the factors why big mailings quite often do not come up to the expectation of the test. Therefore, you must devise a method which will enable you to test bias in samples. I have used such a testing scheme for many years with good success. This is the first time I have revealed it. You may call it the "Doppler test." No need here to delve into the mechanical foundation. Statisticians will recognize it at once as an adaptation of versatile Chi-squares in the realm of four freedoms. So, let's leave out the mumbo-jumbo and show practical applications. This is what you have to do:

- A. Get a sample, the best you can obtain, of *exactly* 5,000 names.
- B. Divide the sample into 5 sub-samples of *exactly* 1,000 each. Key each sub-sample, e.g. A, B, C, D, E.
- C. Tabulate the replies according to Key and perform the following operations:
  1. Total the response of the whole 5,000 mailing. Divide it by 5 to get the AVERAGE EXPECTATION PER THOUSAND.
  2. Compute the DIFFERENCE between the ACTUAL RESPONSE of each 1,000 sub-sample and the AVERAGE EXPECTATION per 1,000. Multiply the difference by itself, in other words SQUARE it.
  3. Add the squares of the differences.
  4. Divide the sum of the squares by the Average per 1,000.
  5. Look up the result of the division in the following Table of Probabilities.

TABLE OF PROBABILITIES

Result of Division	Probability	Result of Division	Probability
.30	.99	3.36	.50
.71	.95	4.18	.40
1.06	.90	4.88	.30
1.36	.85	5.99	.20
1.65	.80	7.78	.10
2.20	.70	9.49	.05
2.75	.60	13.3	.01

6. Draw conclusions from the probability as follows:

- A probability of more than .99 indicates your sample was "too good." It may have been "doctored" to produce far better response than the laws of chance would lead you to expect.
- A probability between .85 and .95 indicates a good sample.
- A probability between .30 and .80 indicates a rather poor sample. It may have come from a very spotty list. Expect the worst.
- A probability below .30 indicates a biased sample you cannot trust.
- A probability below .05 indicates a worthless sample.

Now, all this sounds as if you would have to be a mastermind in order to use this test. It is not as involved as it sounds. A few examples will show you that even the officeboy can do it.

Example 1. 5,000 pieces mailed. Total response 100; Average p. M. 20.

Sub-Sample	Number	Average p.m.	Actual p.m.	Difference	Square of Difference
A	1000	20	22	2	4
B	1000	20	21	1	1
C	1000	20	20	0	0
D	1000	20	19	1	1
E	1000	20	18	2	4

Sum of Squares: 10



The Sum of Squares is 10. The Average is 20 p. M. Dividing 10 by 20 gives .50. Now consult the Probability Table. Look under the heading "Result of Division." There you find .30 and .71. Therefore .50 corresponds to a probability of better than 95/100. Now you can conclude you have tested a very good sample.

Example 2. 5,000 pieces mailed. Total response 100; Average p. M. 20.

Sub-Sample	Number	Average p.M.	Actual p.M.	Difference	Square of Difference
A	1000	20	24	4	16
B	1000	20	23	3	9
C	1000	20	21	1	1
D	1000	20	19	1	1
E	1000	20	13	7	49

Sum of Squares: 76

The Sum of squares is 76. The Average is 20 p. M. Dividing 76 by 20 gives 3.8 which number corresponds in our Probability Table to a position better than .40 and less than .50. We conclude the sample was an average sample. You have approximately a fifty-fifty chance to duplicate results; don't expect too much from the big mailing.

Example 3. 5,000 pieces mailed. Total response 100; Average p. M. 20.

Sub-Sample	Number	Average p.M.	Actual p.M.	Difference	Square of Difference
A	1000	20	29	9	81
B	1000	20	23	3	64
C	1000	20	24	4	16
D	1000	20	12	8	64
E	1000	20	7	13	169

Sum of Squares: 394

The Sum of Squares is 394. The Average is 20 p. M. Dividing 394 by 20 gives 19.7. The Probability Table tells you such a thing will happen less than once in one hundred cases. In other words the sample is worthless. You cannot draw conclusions. If you think the list is important, run a second test but double the quantity.

Above examples have shown how easy it is to make this test. Like with all probability mathematics the element of risk is not completely eliminated. Sometimes the unexpected does happen. That is the chance you take. But testing the sample reduces the gamble.

The Probability Table on page 36 has been calculated for sample which is divided into five sub-samples. It will not work for any other number of sub-samples. •

*To introduce their new skin cream "Ultima", Revlon created the "ultimate" in magazine readership and attention. Here's how the cosmetics company produced what is believed to be the first personalized direct mail message ever carried in a consumer magazine:*

## "A CLOSED LETTER TO THE WOMEN OF AMERICA"

ON JANUARY 18TH, Revlon, Inc., placed a new cosmetic product on the market: "Ultima . . . the precious cream for the priceless look of youth." Back in July, 1958, it was Francis Shaw, copy supervisor for Revlon's agency, C. J. LaRoche Company, who first envisioned an unusual advertising approach for this new product introduction. His idea:

A direct mail message, in an envelope, inserted in a prestige women's magazine.

Jerry Roscoe, LaRoche account executive, liked the idea. And he decided that Condé Nast's *Vogue* magazine provided both the most likely audience and the ability to merchandise "Ultima" to retail stores. Bill Leahon, *Vogue's* cosmetics ad man, and Fred Steidinger, the magazine's production manager, were consulted.

They said the insert, a complete direct mail letter, could be handled; but recommended printing be done by an outside organization.

### Postal Problems

First, a major postage problem had to be solved. On July 9th, Bill Matsen, of Condé Nast's Greenwich plant, circulation department, contacted the Greenwich Postmaster to obtain a ruling. There was no applicable provision in postal regulations. Inquiries were made. On July 21st, Matsen was notified by the Greenwich Post Office that the letter insert itself would be considered First Class mail if the envelope was sealed . . . and it would also require a postmark for date of mailing. Revlon liked the idea but foresaw myriad difficulties. A number

of layouts were prepared by C. J. LaRoche. But work was called to a halt in late September, because of seemingly unsurmountable hurdles.

Around the first of November the approaching on-sale date for "Ultima," set for January 13th, called for a review of the entire plan.

Result: Go ahead. Action: Revlon's Sales Department created a sales brochure built around the *Vogue* letter-ad for use as a sales tool and a brochure to include a copy of *Vogue*. A brochure was supplied to each of their salesmen with a specially printed facsimile of the letter-ad as it would eventually appear. Result: Unprecedented sales and trade acceptance.

On November 15th Ed Solomon of Reliable Press, 143 Lafayette Street, New York, was assigned to print the



REVLON'S "CLOSED LETTER TO THE WOMEN OF AMERICA" in the February issue of *Vogue* is believed to be the first actual direct mail letter ever distributed via consumer publication. Monogrammed in gold on Revlon's parchment stationery, the letter from Revlon president Charles Revson told women about "Ultima . . . a new and precious cream for the priceless look of youth." Cancelled postage stamps, legally required, were attached to all envelopes inserted in mail subscription copies. The reverse page of the Revlon introduction contained an orthodox magazine ad explaining the new "Ultima" product in detail.

ads. Nine tons of paper were required for the completed ads: four tons of special vegetable parchment to simulate Charles Revson's stationery, and five tons for the page itself. Envelopes had to be applied by hand with a cement allowing easy removal. Special cradles, each holding 75 complete pages, were needed for shipment to the bindery.

Meanwhile, *Vogue's* Matsen pursued the postage problem. He contacted the U. S. Post Office Department in Washington through Francis R. Cawley, Washington representative of the Magazine Publishers Association. Cawley submitted two suggestions to the post office: first, that additional postage be stamped on *Vogue's* mailing wrapper; or, second, that the post office bill *Vogue* retroactively on the number of mailings. Both ideas were rejected because the Post Office would not know how many inserts were actually mailed.

### Third Class Ruling

On December 8th, Cawley obtained a ruling that the envelope would be considered Third Class mail without a "pull-out for-inspection" tag, providing (a) one side flap was entirely free of glue and (b) the envelopes carried visible pre-cancelled postage meter impression 3-cent stamps from *Vogue's* three points of entry for subscription mailing — Greenwich, Los

Angeles and San Francisco. This enabled the project to move ahead.

Matsen now had two categories of domestic mailed printed matter—Second-Class for the magazine and Third-Class for the ad insert. His overseas enclosure, however, was classified as "Printed Matter Second Class" and needed an additional four-cents for the insert itself. The four cents also covered part of the mailing cost of the magazine. This raised the cost of the 6,000 European mailings by two-and-a-half cents to twenty-and-a-half cents per copy. Some 2,000 South American copies, normally posted at twelve cents, required 15 cents. (The sliding scale of mathematics are so involved, they would make a separate story in themselves.)

### No Postage For Newsstand Copies

Pitney-Bowes machines and pre-cancelled stamps were sent from the three cities' post offices to Reliable Press in New York City. Envelopes for 260,000 inserts mailed to subscribers from Greenwich were run through. However, stamps had to be applied by hand for 26,000 subscriptions mailed from Los Angeles and 16,000 from San Francisco. Envelopes had to be kept segregated for each bulk mailing point for subscription copies, including South American subscriptions mailed from San Francisco and European subscriptions

mailed from Greenwich.

Pages with attached envelopes and pre-cancelled stamps were delivered to Condé Nast press in Greenwich in batches right up to the January 12th deadline date. There, the assembly and binding had to be slowed down so that the high-speed gathering machines would not remove the envelopes. This involved overtime costs.

U. S. newsstand copies, distributed from the three cities, required no stamps (though foreign newsstand copies did) and had to be kept segregated from subscription copies. The letter had to be attached to the printed page and bound into the magazine at Greenwich in separate groups, and then shipped to the bulk distribution points to assure that no magazine shipped from Los Angeles carried an envelope postmarked San Francisco.

Canadian mailing was accomplished without stamps or any fuss with the simple understanding that their post office would bill *Vogue* two cents extra for the inserts.

### Cost, Merchandising and Results

Total cost of the advertisement was less than \$45,000. This included charges for space, postage, special printing and handling as well as labor overtime.

Merchandising: A large newspaper advertisement and four window display ideas prepared with the help of *Vogue* were sent in gold mailing tubes by Revlon to 200 leading department stores with a covering note signed, "Memo from Revlon."

Display ideas included one for a shadow box, one for a small window and two for major windows. In each suggested display were jars of "Ultima," copies of February 1 *Vogue* (some open to Revlon's ad) and *Vogue's* quote: "New cream with everything your skin could ask."

The *Vogue*-distributed "closed letter to the women of America" from Revlon president Charles Revson has been backed with a national space campaign in newspapers and magazines. But the unusual direct mail-magazine introduction stimulated the most tremendous interest, readership and action. Initial sales results made the expense and problems well worth while, reports Revlon. And both the agency and the magazine publisher feel the success of the innovation may lead to series of similar direct mail inserts in large circulation magazines.

"Closed letters" in the pages of selective market magazines is a trend worth watching. ●

*Bloomer Brothers Management  
Doubled 1959 Direct Mail Budget  
when they learned . . .*

## **GLAMOUR CAMPAIGN INCREASED SALES 333% IN TWO YEARS**

**By Gordon Sheridan**  
*Bloomer Bros. Company,  
Newark, New York State*

**W**E HAVE DABBLED quite a bit in direct mail for a number of years, although we did not go into what we consider a "large scale" until 1958. That was the first year we had a direct mail budget allocated.

The budget for 1958 was set at a very low five figures. Prior to this time all direct mail had been multi-graphed letters, which we sent along with sample products we happened to be promoting at the time. Frankly, we found this method of operation successful . . . so successful, in fact, that it is probably one of the primary reasons why we went into direct mail on a larger scale.

Our direct mail program is geared to make it easier for our distributor salesmen and our own sales representatives to meet with the proper reception when they make the call on the buyer. Any fresh, new thoughts or ideas that we can instill in the buyer's mind prior to the call of our sales representative, we feel is money in the bank. From that point on, the job is entirely in the hands of our sales representatives. In other words, our direct mail is an additional sales aid for our men and our distributor representatives in the field.

### **One Quarter Cost Of Journals**

In 1957 we could foresee that the sales year 1958 was going to be difficult. We've always been firm believers in advertising, although we've always operated on a very limited budget. We were looking for some way to increase our advertising, both

in quality and quantity. And we found that if we had to add additional money to our normal trade journal advertising, the cost would be prohibitive.

Therefore, one of our primary reasons for going into direct mail were costs. We felt we could add very beautiful direct mail pieces to our advertising budget . . . and the cost of this additional advertising was just about one-quarter of what it would be to come up with the same quality in trade journals.

### **Printer Stretches Budget**

All of our advertising in the past has been handled through an advertising agency. However, again in the interest of getting the most for our money, we tried something a bit different. We contacted a very high-quality printing house in Rochester, New York . . . the DuBois Press.

They have had quite a bit of experience in the creation and printing of direct mail pieces for quite a large number of customers. Without the help of their account executive, Mr. Nick Sant, their copy writer, Mrs. Mildred Miller, and their vice president in charge of their Art Department, Mr. Roy Kern, we could not have achieved whatever success we have with our direct mail program.

By designing and planning our entire season's program at one time, DuBois Press in effect actually stretched our budget. This allowed them to run two or three pieces on the same press sheet. It also permitted other production economies

such as the handling of art work, composition, camera work, etc. This, we feel, is one of the primary reasons we are able to send expensive-appearing mailing pieces.

### **Selling "Ideas"**

Our primary problem or selling aim was the fact that like most businesses we did have competition. On the surface, our product and our competitors' product were very close in appearance. Therefore, we had to sell something in all of our advertising, and principally in our direct mail advertising that was different. Therefore, we decided on a simple theme. That was that Bloomer Bros. cartons not only were manufactured with the highest quality standards for printing, cutting, waxing, gluing, etc., but that a Bloomer Bros. package would sell more ice cream for the ice cream manufacturer.

We attempted to sell new ideas for the use of ice cream. We attempted to stress the idea that these specialty ideas were worth money to the ice cream manufacturer . . . because he was able to charge more for specialties, and thus increase his margin of profit. (This is one of the major problems that the ice cream industry faces.)

### **Sampling Important**

Quite a number of our customers have told us that the ideas they have derived from our direct mail program have been directly responsible for them having both increased sales and increased profits.

We have always felt our direct mail advertising was most effective if

## BLOOMER BROTHERS DIRECT MAIL PHILOSOPHY

**"TO US**, the most important objective is service to the industry. We honestly feel that if we can sell ideas and promotions to the various industries we service, we will ultimately reap the benefits of increased carton sales.

"To do this, our direct mail has to speak with the authority of quality . . . to get by the secretary's desk and onto the desk of the man who makes the ultimate decision.

"We believe that the number of mailings we make are not important. The important thing is that each and every one of our mailings be remembered, and if possible, some portion of the mailing be retained in possession of the buyer. We believe that the ultimate personal contact sale which is so necessary is then quite a bit easier.

"Last but not least, it is an inexpensive addition to our advertising budget . . . without sacrificing the quality so necessary in all effective advertising."

—Gordon Sheridan

we could send an actual sample of the package we were writing about and depicting. The cost of this, of course, would be very prohibitive in some industries. However, in our particular field it is the least costly of the entire operation.

Our sales representatives tell us some of the sample cartons we have sent have actually been sitting in a man's office or on his desk several weeks after we have made the mailing. This, of course, always keeps the Bloomer name in front of the prospect.

Management of our company is

pleased with the results of our direct mail. Our 1959 budget has been doubled.

In the past we have had to spread ourselves very thin to cover our major line, ice cream cartons. And also to cover some of our secondary line, such as egg cartons, miscellaneous food packaging, etc. We now have half of this direct mail budget set aside exclusively for the ice cream packaging division and the other half exclusively for the egg packaging division and the miscellaneous food packaging division. This makes it possible for us to keep up

a steady flow of direct mail (we consider this important to a certain degree) for all three of our major divisions.

I stated above that we consider "a steady flow" important to a degree. By this I mean that at no time should we sacrifice the quality of the mailings we make for quantity. I am a firm believer that it is much better to send one mailing a year that is a good mailing, than it is to send one every two weeks that is just going to be thrown in the waste basket.

Our budget allows us, however, to send at least six good mailing pieces a year along with a seventh mailing, which is a reproduction of our trade journal ad for the Christmas season. This is six mailings for each of our divisions. We have these timed so that we send one every two months with the exception of the January, February, and March season which is our big season for planning future orders.

### Ice Cream Carton Results

Going along with the trend for large units of sale in all facets of food packaging, we started promoting the Gallon ice cream carton.

On this particular package in the year 1956, we sold 35% of the Gallons used in the industry. This was against approximately 5½ million total units. In 1957, after sending several direct mail pieces, we had a percentage increase in sales on the Gallon carton of 187%, while the industry usage increased only approximately double.

In the year 1958, again sending promotional pieces on the Gallon carton, we experienced another increase in sales over the year 1957 of 146%, while the industry total only increased about 400,000.

In other words, from 1956 to 1957, the industry usage increased from 5½ million to about 10½ million cartons, while our sales increased 187%.

From 1957 to 1958, the industry total usage increased to about 11 million, while our sales increased an additional 146%.

The figures aren't as startling on some of our other products, because they had been established for a number of years prior to our use of direct mail. However, we have also experienced a healthy increase in our other products as well. And we attribute these increases mostly to our doubled direct mail budget . . . which has allowed us to upgrade our whole promotion program. ●





# MACKINAC<sup>®</sup>

**JOB-READY  
BUSINESS PAPERS**

**FOR ALL KINDS OF  
OFFICE PRINTING  
AND DUPLICATING**



*The complete line of  
MACKINAC BUSINESS PAPERS  
consists of:*

**MACKINAC BOND  
MACKINAC DUPLICATOR  
MACKINAC MANIFOLD  
MACKINAC Mimeo  
MACKINAC OFFSET  
MACKINAC OPAQUE**

HERE'S GOOD NEWS for all users of offset, stencil duplicating, spirit or gelatin process, or letterpress machines! A complete new line of MACKINAC job-ready papers . . . perfect for clearer, sharper impressions every time . . . is now available.


Each of the papers in this fine, high quality line is made from 100% bleached chemical wood pulp *only*, with a surface especially prepared to insure outstanding results in the process for which it is made.

MACKINAC BUSINESS PAPERS are precision cut at the mill to sizes 8½ x 11" and 8½ x 14". Available through authorized distributors in brilliant White and six bright colors.

**FLETCHER PAPER COMPANY**

20 NORTH WACKER • CHICAGO 6, ILLINOIS

Mill at ALPENA, MICHIGAN



*whiter than a  
polar bear eating  
vanilla ice cream  
on an ice floe...*

## Eagle-A Trojan Bond *Radiant White*

It's startling—the way the brilliant whiteness of Eagle-A Trojan Bond *Radiant White* adds impact to a printing job! And it costs so little to put business stationery and direct mail on this outstanding fluorescent bond. It's a new 25% cotton fiber Trojan Bond paper—ideal for every printing process, including raised printing. Comes in standard weights and sizes and envelopes to match. For a sample portfolio, write to Dept. R.



**EAGLE-A PAPERS**

*Better papers are made with Cotton Fiber*

AMERICAN WRITING PAPER CORPORATION, HOLYOKE, MASS., MAKERS OF EAGLE-A COUPON BOND AND OTHER FINE EAGLE-A PAPERS

# DMAA

# NEWS

**Colin Campbell**  
*Chairman of the Board*  
**Robert F. DeLay**  
*President*

**Direct Mail Advertising Association**  
**3 East 57th Street, New York 22, N. Y.**  
**MURRAY HILL 8-7388**

## Second Industrial Workshop April 14

A variety of subjects for the industrial direct mail user will highlight DMAA's Second Annual Industrial Workshop scheduled for the Plaza Hotel, New York, April 14.

William T. Clawson, director of advertising and promotion, Harris-Intertype Corporation, Cleveland, and Industrial Marketing's "Adman of the Year" is general chairman of the all-day session.

Included among the experts who will head a speaking and panel program are: Ralph Curtis, Evansville, Ind.; Hugh Campbell, Canadian Industries Limited, Toronto, Canada; Cy Freeman, Worthington Corp.; Richard Tirk, Reply-O Products; and Fred Messner, G. M. Basford.

Sessions will begin at 9:30 a.m. and continue through 4:30 p.m. with a luncheon intermission. Application blanks may be obtained by writing DMAA headquarters.

## Canada's Postmaster General to Speak At Convention

One of the feature speakers to be presented at the Montreal Convention in September is the Honourable William McLean Hamilton, Postmaster General of Canada.

Mr. Hamilton is a long-time friend of the advertising and direct mail fraternities. Besides having worked for several Montreal business firms, he has also served as General Manager of the Advertising & Sales Executives Club of Montreal, and as Director of the Federation of Canadian Advertising and Sales Clubs. He was also, for two years, Vice-President of the Montreal Board of Trade before he entered politics and was elected to the House of Commons in 1953. He served there until 1957 when he received his appointment to the Postmaster Generalship.



**DMAA PAST CHAIRMEN WELCOME NEW PRESIDENT DeLAY**—Among those on hand at a cocktail party/press reception to introduce the Direct Mail Advertising Association's new president, Robert F. DeLay, were six past chairmen of the Association. Shown here, left to right, are: Arthur W. Theiss, Patriot Life Insurance Co., New York; Dale Y. Ecton, Trans World Airlines, New York; Lester Suhler, Look Magazine, New York; Leonard J. Raymond, Dickie-Raymond, Boston; DeLay; T. V. Bihler, The Journal of Commerce, New York; and Lawrence G. Chait, Lawrence G. Chait & Co., New York.

## DMAA Helps 'Break Ground' For New Detroit Post Office

Ground breaking ceremonies for Detroit's new post office were held March 11, high-lighted by Postmaster General Summerfield's turning the first spadeful of earth. Several local DMAA members were among the many advertisers and agency people on hand representing mail users. Detroit Postmaster Baker was quick to comment on this broadened display of interest in such affairs, hailing the willing cooperation he has received from Detroit businessmen.

## DeLay Welcomed At Press Reception

A newly-decorated DMAA Headquarters was the scene March 11 of a press reception for new President Bob DeLay.

More than 60 press representatives and direct mail leaders from the immediate New York area attended the late afternoon cocktail party which

was held in the Association's research library.

Included among the out-of-town guests who stopped in for the festivities were Leonard Raymond, Boston; Les Gaupp, Pittsburgh; George Bond, Philadelphia; and Bob Clark, West Springfield, Mass.

## Contest Receiving Early Entries

Despite the July 1 deadline, over thirty entries for DMAA's 1959 Direct Mail Leaders Contest have already been received. This excellent early response may well indicate a record number of campaigns to compete for the fifty nine awards.

One new feature to be added to the Contest activity will take place in the presentation of the awards at the Winners Breakfast during the Convention. This will be the professional staging of the award presentations. It is hoped this will provide an attendance even larger than last year's record of 400.

## PRE-REGISTRATION PLANNED AT MONTREAL AIRPORT FOR SEPTEMBER D M A A MEET



### A Welcome

Assuming that the majority of DMAA members will be arriving in Montreal by air next September, the Convention Arrangements Committee is working on what should be a most welcome plan to eliminate the usual "registration-waiting blues" connected with mass arrivals at convention hotels.

The Committee reports that, working with the Queen Elizabeth Hotel Management, this DMAA first will involve no registration delay whatever. Room keys and pre-typed registration forms will be available at the Dorval Airport as delegates arrive. All that will be required is a signature to secure your key. Baggage will be stickered and delivered directly to your room.

### Montreal Location Convenient to Key U.S. Centres

It takes but a short, fast airplane ride or a comfortable train trip to land you in Montreal, the heart of French Canada. Customs and entry

regulations will create no problem at all.

The elapsed time required from city to city on this "International" journey can be gauged from the table shown on this page. More specific details of flight or train schedules can, of course, be obtained from your travel agent, but this will serve as a guide.

• • • • •

<u>U.S. City</u>	<u>Time to Montreal</u>
New York	1 hr. 40
Chicago	3 hrs.
Detroit	2½ hrs.
Boston	1¼ hrs.
Washington	4½ hrs.
Cleveland	2 hrs. 50
Philadelphia	3½ hrs.
Pittsburgh	8 hrs.
Los Angeles	10 hrs.
San Francisco	
Denver	
Seattle	

The large white building at right centre of this picture is the magnificent Queen Elizabeth Hotel in Montreal. Convention facilities are reported, "finest on the continent."

### WATCH FOR THIS PAGE . . .

. . . in future issues of the Reporter for details of the Convention program which is already in almost final form.

Details too, of entertainment for both delegates and their wives together with a continuing glossary of "useful" French phrases which, if they don't serve to keep you out of linguistic trouble, will certainly provide you with entertaining reading.

So, to ensure your hotel reservation, write NOW to —

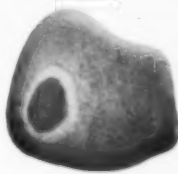
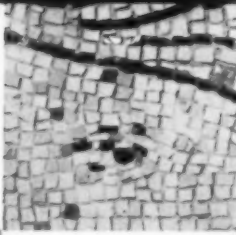
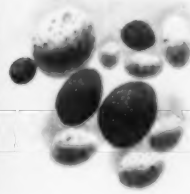
QUEEN ELIZABETH HOTEL,  
MONTREAL, CANADA  
BOOK — SEPTEMBER 13-16



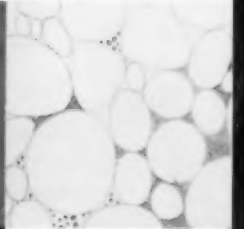
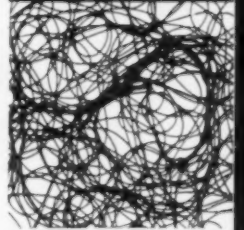
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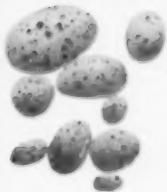
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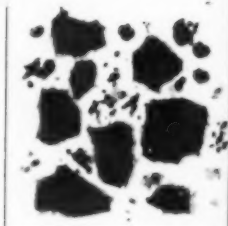
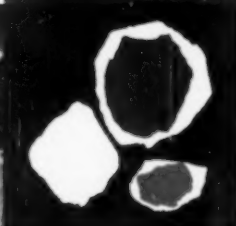
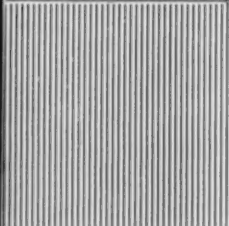
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*New York and Penn commissioned designer Leo Lionni to create this insert, and to incorporate in it practically all of the demands on the printability of paper which could be encountered.*

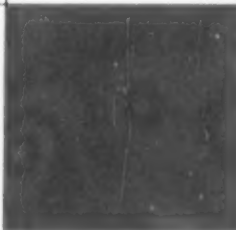
*See for yourself how faithfully Penn/Brite Offset has reproduced each of his design elements . . . how well it has passed his "torture-test."*

*Penn/Brite Offset is the white, bright, value sheet that comes to you moisturized and double-wrapped. Write for new, complimentary swatch book and the name of your nearest distributor. New York & Pennsylvania Company, 425 Park Avenue, New York 22, New York.*

**New York and Penn**  
Pulp and Paper Manufacturers



Designer: Leo Lionni is Art Director of Fortune Magazine. During the past decade his work has won him designation as "Art Director of the Year—1955" and the Gold Medal of the Architectural League of New York—1956. He is Design Director for Olivetti and was the designer for the "Unfinished Business" pavilion at the Brussels World Fair last year.



# UPGRADING LETTER COPY

by Paul J. Bringe

The Bekkevold letter seems to reflect the gloom that has descended on this business with the passing of the founder. It is a defensive letter, evidently written to stop trade talk about what is going to happen now that the indispensable man has departed.

The letter could succeed in building up the very apprehension among customers that it seeks to quiet. If any customer has had a passing thought about the future performance of this supplier, he finds confirmation in the second sentence where he is told other people are thinking about it too.

A sales letter should never give your reader the opportunity to consider a negative thought. The urge to buy cannot be built by suggesting uncertainties or doubt about the future. People buy when they have confidence in the future — they are likely to close their check books when the smallest black cloud appears on the horizon.

People like to deal with predictable people. They want to believe that your next shipment will arrive when you say it will, that quality will be as expected and that your price will be fair. That's really what a man means when he says, "Good old Joe!" He means good old dependable, predictable, reliable Joe, who never complicates other peoples' lives. Such "Joes" are the people all of us want to do business with.

The rewrite offers a positive thought in the first sentence, while at the same time opening the subject of death from an optimistic angle. It lets you know that the employees of this firm had a lot of respect and admiration for their employer. The purpose here is to make the reader feel Mr. Bekkevold is still the guiding hand in this business and that his skill will show in the work turned out.

The original had a few technical faults such as addressing "Customers"—plural. A letter is never read by more than one person at a time and that one person doesn't want to

BEFORE

Telephone COrtland 1-6771  
**August Bekkevold, Inc.**  
ENGRAVER • MACHINIST • DIE SINKER  
SEALS and PRESSES  
BRASS, STEEL, and RUBBER STAMPS  
DRESSING, GRINDING, SHAPING  
MACHINES, CUTTERS & TOOLS  
44 Warren Street - New York  
NUMBERING MACHINES  
FINE ENGRAVING & STAMPS  
CUTTING MACHINES  
DIE CASTING MACHINES

June 27, 1958

To Our Customers:

Trade publications and bulletins have made known to the trade the passing of our Mr. August Bekkevold.

Many of his friends and customers have asked what effect his loss would have in the operation of this old established business.

His knowledge of the business and skill in the art of engraving was of great value.

With a great deal of foresight he had been constantly preparing and teaching an expanding personnel in the methods requisite to maintaining quality.

We are glad to be able to assure all our valued customers of the same high quality products, both in the engraving of seal dies or routine lettering and counterstamping.

Prompt attention will be given all requests for quotations and the usual good service will continue.

Sincerely,  
AUGUST BEKKEVOLD, INC.

AFTER

Dear Customer:

Surely the good a man does in this world lives after him. We've had this truth brought home to us very forcefully during the past few months.

The late August Bekkevold believed in quality above everything. He never permitted even a slightly imperfect job to leave this shop no matter how rushed we might be.

The continuing orders you and other loyal customers send us prove how right he was. We are grateful for his foresight.

Mr. Bekkevold did a lot more than insist on quality. He taught us, with all the skill and patience he possessed, how to make every job a perfect job -- and how important it was to be dissatisfied with anything but the best.

And now it is natural and right and a pleasure for us to maintain the high standards you have come to expect from August Bekkevold, Inc. We hope you will give us a chance soon to show how well we carry out every assignment you entrust to us.

Sincerely,  
AUGUST BEKKEVOLD, INC.

# HOME ADDRESSES ARE BEST!

- **YES — HOME ADDRESSES** — are best for Public Relations, Fund Raising, Sales Promotion and Getting Sales Leads by Direct Mail Campaigns.
- **AND THE REASON** — 8 pieces of mail received in 8 different homes will far outpull the same eight arriving together at one company address.
- **AND THE KNOW-WHY** — A Compilation Engineer has it to identify people as Individuals of Above Average Intelligence, Culture and/or Income (Folks who have disposable income to spend, invest or give).
- **AND THE KNOW-HOW** — A Compilation Engineer has it to avoid duplication in selection and to provide lists where each name has been checked for the latest home address.

## DREY'S SELECTED HOME ADDRESS LISTINGS

- 100,000 Adults Interested in Social & Emotional Problems
- 200,000 Architects & Engineers (All Classifications)
- 75,000 Art Creators & Appreciators
- 60,000 Catholic College Alumni
- 70,000 Civic & Community Leaders National
- 500,000 College Students at Home Addresses
- 160,000 College & University Faculty
- 35,000 Contributors to Cultural & Political Causes
- 50,000 Home & Garden Enthusiasts
- 575,000 Ivy League Alumni
- 135,000 Key Business Executives
- 180,000 Miscellaneous Alumni
- 100,000 Music Creators & Appreciators
- 175,000 Physical Scientists
- 150,000 "Professionals" (All Classifications)
- 75,000 Society Page Newsworthies
- 250,000 V. I. P.'s

## OFFERED PUBLICLY FOR THE FIRST TIME

25,000 Bank Directors  
 35,000 Bank Officers  
 112,000 Selected Executives of  
 Dun & Bradstreets Million Dollar Enterprise

- **AND IT'S PROFITABLE** — You know whom you want to reach and where they live. The above lists, which are kept up to date, have proved profitable for Sales Promotions, Fund Raising, Getting Sales Leads by Direct Mail and Public Relations Campaigns of our present clients.
- **AND THE NEXT STEP** — Enclose a sample of your mailing and/or describe briefly what you want to accomplish. Write for full information about the above proven lists or any others you require.

## WALTER DREY, INC.

Compilation Engineers • Mailing List Specialists

BROKERAGE

COMPILATION

RESEARCH

257 Fourth Ave., New York 10, N. Y.  
 Telephone: ORegon 4-7061

333 N. Michigan Ave., Chicago 1, Ill.  
 Telephone: FInancial 6-4180

be part of a crowd. This is the chief strength of a letter. So let's talk to one person at a time. It is printed, which is not good, and it is not signed, which is very bad. A letter is written by a person and should be signed by a person. Ads in other media are seldom signed—don't let your letters look like ads.

## NEW CARBON RIBBON

Marketing of a new carbon ribbon, which may be used by many typewriters not equipped with carbon ribbon attachments, is announced by Photostat Corporation, Rochester, New York. The new ribbon, which has a base of Mylar (Du Pont polyester film), has been sold on a limited field-test basis during the past six months, and is now being made available for general distribution.

Photostat Corporation's new ribbon is suitable for offset duplicating by either direct-image or photographic means, producing sharp, uniform characters, dense but smear-resistant. It also supplies excellent originals for projection or contact photocopying. When employed for general stenographic purposes, it is reported to improve the appearance of both correspondence and reports.

Mylar-base, when wound on conventional typewriter ribbon spools, is about twice as wide as usual carbon ribbons. It may therefore be used at least twice through, by employing different ribbon levels and reversing direction of feed. The thinness of Mylar permits an ample length of ribbon to be wound on the spool (140 yards in the case of an IBM Electromatic ribbon).

Since Mylar-base releases all of its carbon on first impact, it may be used profitably only on typewriters which advance the ribbon a full character-width at each stroke (as most typewriters do). Because of this limitation and because personal instruction as to usage is helpful for best results, Photostat Corporation is offering the new ribbon only through its own sales representatives and those of its agencies.

Mylar-base is also available for typewriters equipped with conventional carbon ribbon attachments. Since such typewriters are designed to advance the ribbon a full character-width, there are no limitations to the use of Mylar-base on these machines.





# "Reed-able Copy"

*A Monthly Clinic Conducted by Orville Reed*

At a recent Detroit Adcraft Club luncheon, Sidney Harris, the nationally syndicated columnist, was the guest speaker. His subject: WHAT IT TAKES TO BE A SUCCESSFUL COLUMNIST.

Among other things, Harris said the questions he is most frequently asked are, where he gets his material, and if writing a column is difficult.

His answer to the first question was, "I steal it. Recently I obtained an idea for a column by reading Emerson, who got it from Bacon, who got it from Montaigne, who got it from another writer lost in obscurity."

To the second question Harris stole his answer from George Bernard Shaw, who said, "It's either easy or impossible."

Harris remarked: "When your readers agree with you they call you courageous and challenging. When they disagree with you, they call you slanderous and irresponsible. I try to stimulate discussion, not settle it. Those of us who are trying to write as honestly as we know how are forced to sound critical and negative."

Anyone who sticks his neck out, as I do in this space every month, is likely to get it chopped off occasionally. Harris' remarks make the criticism I receive now and again easier to take. They also keep me from getting too self-satisfied when a reader agrees with what I have to say.

Just one comment. If we seem to attack a piece of copy with a few negative remarks (as we are about to do), keep in mind we are doing it for the good of the cause.

## "Engineering" Copy

If you are a close student of advertising in all its forms you'll notice a trend. It's generally called "creativity." One would think from reading many of the advertising publications that "creativity" is a brand new discovery in advertising. In fact,

it has always been the very soul of the business.

More and more general advertisers are beginning to take a leaf from the book of direct mail. There is more "benefit" advertising than ever before. There seems, also, to be a slight let-up in the use of the open-end comparative. However, little of this "benefit" type of copy is used in automobile advertising. Such advertising still depends, to a great extent, upon a large glamorous picture of the car, plus pointing out the "engineering" features. Take, for instance, the current Chevrolet advertisement headed THE CAR THAT'S WANTED FOR ALL IT'S WORTH. A rather sad pun.

This particular advertisement gets the cart before the horse. It lists engineering features which, perhaps, mean a great deal to an engineer, but without full explanation mean little to the automobile buyer. For instance—FULL COIL SUSPENSION. Translated into a benefit it can be given real sales meaning if, rather than pointing the finger at an engineering feature, it spelled out a benefit in this way: "Further refined full coil suspension gives you a steadier ride on any kind of road."

Another one of the features is EASY-RATIO STEERING. What does that mean? Well it means you can turn the wheel easier, handle your car better because of easy-ratio steering.

Another one of the features is NEW, BIGGER BRAKES. So what's a big brake from the buyer's standpoint? The benefit here is safer stopping; brake linings last longer.

Not long ago I did a series of dealer folders for an automobile manufacturer. I almost got thrown out of the office when I suggested that the full color illustration of the car be left off these folders. I contended, and still do, that the consumer knew what the car looked like—that he saw it on the street almost every day of

his life. And that the space used for the glamorized picture of the car could better be used to sell the benefits, talk about trade-in, give facts about gas economy, tell how easy the car is to park, and other details the buyer wants to know before he invests his money.

## Riddle Me These

In the school of direct mail copy-writing in which I got my training, there were certain tenets—things that were a must in the writing of effective copy.

What's happened to them? Aren't human beings still human beings? Don't the same things motivate people that used to motivate them—a hankering for security, adoration, respect—ease of ordering, brevity, tight writing, and making a prospect want to do business with you?

One of these old-fashioned ideas was to make it easy for the prospect to inquire or buy. That basic idea gave birth to the business reply envelope. Next came the order blank with the prospect's name and address all typed or stenciled in so the prospect didn't even have to sign his name to inquire or order. Then what happened? Discount stamps! They make the prospect go to the trouble of licking and attaching one to 50 stamps to the return card to get the product at a discount.

Another thing I was taught—a direct mail letter should look and sound as much like a personal letter as possible. So what happens? Automatically typewritten letters are written and reproduced to look and sound like personal communications. Then a printed inquiry or order is enclosed which instantly "unpersonalizes" the letter. The printed return or order card immediately stamps it as having been mailed to many prospects.

Getting back to what Sidney Harris had to say in his Adcraft Club speech, "I try to stimulate discussion,

## IN GOOD COMPANY...

If you'd ever glanced through our Portfolio, you'd have noticed how many different kinds of businesses find it profitable to use our "built-in" reply card (or envelope) to add more "pulling power" to their direct mail promotions.

You'd notice, too, the stature of each individual company... many of them leaders in their particular field. This fact in itself would tell you that when your direct mail promotions take advantage of our RETURN-A-CARD format and our creative and production organization... you've merely confirmed the judgment of executives in some of our country's largest and most successful companies.



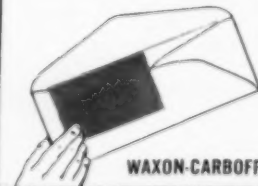
### SALES LETTERS, INCORPORATED

135 West 23rd Street • New York 11, N. Y. • Tel. WA 9-2680

SALES OFFICES: Newark, Philadelphia, Chicago

## SELF-DUPLICATING 3"x5" INDEX CARDS

*provides an automatic  
file record of mailing  
lists while addressing*



**EASY TO USE!** Simply place self-duplicating card under flap of envelope or behind address area of letter before typing or using addressing machine. Write direct for FREE samples.



WAXON-CARBOFF, Inc., 8 Commercial St., Rochester 14, N. Y., Dept. D-3

not settle it."

### Tell Them Often

Suburban Wife: "John, I hope you remembered to bring such and such from town today." John blushes and admits he forgot. Had too many things on his mind.

"Johnny, pick up your toys," says mom, and goes about her housework. A half hour later, "Johnny, I told you to pick up your toys," and Johnny picks up a broken toy dump truck and puts it in his box as mother again goes about her housework. An hour later, "Johnny, I mean it. Get those toys cleaned up. Uncle Jack is coming for dinner." And she stands over Johnny until the job is done.

"Jim, did you pay the gas bill? Tomorrow's the last day for the discount." And Jim admits he forgot it.

Let's get out a letter, says the boss, and the letter is written and sent to all customers and prospects. A return card is enclosed. Too few of the return cards are sent back by prospects. So the boss concludes direct mail is no good. The boss might be the very "John" who forgot to "bring such and such from town today." He had to be reminded by his wife. (Yet the boss expects to be flooded with inquiries by asking for them with just one letter.)

The boss probably has a son Johnny, whose mother had to tell him 3 times to pick up his toys before he did. (That should tip off the boss that he's got to keep telling his prospects—time and again—to produce results.)

The boss may be the same "Jim" who didn't pay the gas bill because he forgot it. And whose wife reminded him of the last day of discount (a cash benefit) to get him to act.

Direct mail—any kind of advertising for that matter—can't work miracles. It's the continuous contact—the follow-up after follow-up—that pays off.

### Make Your Follow-ups Sell, Too

Too many letters, following up requests for literature, are inclined to sound impatient. Are you guilty of following up inquiries in this way?

When you asked for literature recently we promptly sent it to you. But did you get it? We wonder, because we heard nothing more from you.

We are pioneer manufacturers of equipment for nitrogen solutions and complete liquid fertilizers. A lot of our equipment has been copied but has never been equalled. We build a complete line, all the way from storage tanks to field

YOU'RE JUDGED BY **your words**



YOU'RE JUDGED BY **your printing**

Words acquire meaning from the manner of the speaking. When you show respect for your audience you are sure to gain respectful attention.

The same is true of the printed word. Words gain or lose meaning from the quality of the print and the paper. Your message wins the respect of its readers when it is well presented through well-printed literature. You'll gain the respectful attention that so often leads to sales.

**For respectful printing, see a good printer.** See him in the early planning stages of any printed piece. A good printer can show you many ways to put extra quality into your booklets at little or no extra cost. The chances are Warren's papers will be included in his recommendations. He gets good results with Warren's and so will you. *The S. D. Warren Company, 89 Broad Street, Boston, Mass.*



**printing papers  
make a  
good impression**



## Call Yourself an Estimator! NOW CALL SABIN ROBBINS!!!

The numbers don't count . . . when you're estimating printing, it's where your figures come from that makes sense and extra dollars of profits! For instance, you can count on Sabin Robbins saving you from 30 to 40 per cent on paper! Yes, there's pure profit when you estimate with high quality, job lot printing papers . . . and we can prove it. Just write today for your free copy of the monthly Sabin Robbins Bargain Book of prices and samples.



### THE SABIN ROBBINS PAPER CO.

Home Office: 3800 Ludlow Ave., Cincinnati 23, Ohio • Albany • Atlanta • Baltimore • Buffalo • Chicago • Cincinnati • Cleveland • Dallas • Dayton • Detroit • El Paso • Ft. Worth • Houston • Indianapolis • Kansas City • Los Angeles • Louisville • Milwaukee • Minneapolis • Newark • New Haven • New Orleans • New York • Peoria • Philadelphia • Pittsburgh • San Francisco • St. Louis • St. Paul



## Copper Powderless Etching...

Superior printing—molding is now a reality in copper plates. Greater depth in highlight, middletone and shadow areas.

### HORAN ENGRAVING CO.,

44 West 28th Street, New York 1, N. Y.  
MUrray Hill 9-8585

Branch Office: Newark, N. J.



## RAPID FILM-LETTERING \$1.00 PER WORD!

Reduced or enlarged to fit your layout...negative or positive...No photo-print charge!...No photostat charge!...No minimum charge!...Unlimited choice of styles!...24 hour service! New FREE specimen chart on request. Mail service anywhere in U.S.A. Address Dept. DM.

### RAPID TYPOGRAPHERS INC.

305 E. 46 ST., N.Y. 17  
MU 8-2445



applicators.

Where is the sell in that kind of follow-up? It starts out on a tone of impatience with the prospect for not having acted. And in the next sentence it talks about the company—not about the prospect's needs. The object of follow-up letters is to pile benefit upon benefit, and give the prospect good and logical reasons why he will make more money, get more production, security, pleasure, or cash in some other way if he buys your product or services.

### Help

We've searched our Bartlett's and every other source in our library, and can't find the author of the sentence which goes something like this: HE IS MOST CREATIVE WHO BORROWS FROM THE MOST SOURCES. Who wrote it? If you know, write me.

While we're on quotations, Henry Hoke, in a recent Scuttlebutt, attributed the following to Benjamin Franklin: "Nobody is entitled to refer to himself as we except kings, editors, and persons with tapeworms."

Look again, Henry. Didn't Mark Twain say that?

(Editor's Note: Correct, Bus. Several sharp-eyed readers caught us on that one.)

## GOV'T DROPS

### PITNEY-BOWES CASE

The Department of Justice called off a proposed antimonopoly suit against Pitney-Bowes, Inc., of Stamford, the nation's largest manufacturer of postage meters, when the concern agreed to take steps to bring freer competition in the industry.

In their complaint, Government lawyers said the company's revenues from its postage meters in use in the United States in 1957 were nearly \$37,000,000, while all other competitors received about \$500,000.

Ninety-eight per cent or more of the postage meters in use in the United States are owned and leased by Pitney-Bowes, the complaint said.

Under the provisions of the judgment, any applicant must be allowed by the company to make, lease and repair postage meters.

The Government had charged Pitney-Bowes with monopolistic practices in gaining industry dominance. The company said it led the field because of "merit of product and service, and not through any violation of the antitrust laws."



# HOW FRIDEN JUSTOWRITER<sup>®</sup> SOLVES COMMUNICATIONS PROBLEM FOR MANY OFFICES

This marvelous 2-unit "Tape-Talk" machine turns out professional typesets with justified margins at substantial cost savings compared with hot metal composition ... offers ideal way to handle bulletins, manuals, price lists, booklets, directories, catalogs, direct mail literature, house organs, inter-office memoranda and employee communications of many kinds.

The Friden Justowriter produces these clear, accurate typesets on direct image plates for duplicating machines or in form of reproduction proofs for lithographic printing. Fourteen different Justowriter type faces, sized from 8 to 14 points, are available.



One of the ways



On this Justowriter Recorder (unit #1) any typist becomes an expert type compositor. Her usual typing -- without involving special positioning or extra time -- produces simultaneously (a) a type-written sheet, for visual check, and (b) punched paper tape with identical copy coded into the holes.

Justowriter unit #2, the Reproducer, receives code tape ... "reads" it ... and automatically composes the original copy in clear, accurate justified-margin form. All kinds of copy -- straight matter, centered, run arounds, line leaders, tabular matter handled with ease at 100 words a minute.

You have been reading a Justowriter-composed message ... note the automatically justified margins and overall pleasing appearance! Write today on your business letterhead for additional information on the justifying type-composing Justowriter -- one of the most immediately functional Tape-Talk machines now "breaking new ground" in the new world for business created by FRIDEN, Inc., San Leandro, California.

FRIDEN SILVER ANNIVERSARY 1934-1959

## THREE

### GOOD QUOTES

In a recent newsletter of R. O. H. Hill, Inc., 270 Lafayette St., New York 12, N. Y., creators and manufacturers of fine letterheads . . . we liked these ideas. Think you'll like them too.

THE PRESIDENT of a small wire manufacturing firm had always been able to bring in all the business his plant could handle. Suddenly faced with the need for more business, yet knowing the company could not afford experienced salesmen, he enlisted the aid of his key men.

From management, accounting, purchas-

ing, engineering, and production, his top men volunteered to act as part time salesmen. Each man spent one week in every six out in the field selling. Others took over his regular duties while he was on the road. *Result: a 26% increase in sales when the industry's sales were off!*

YOU HEAR A LOT these days about "the corporate image." Hundreds of thousands of dollars are spent each year to make sure that people have the right "picture" of the company. And a worthwhile investment it is, for people buy, or not, on the basis of confidence. And they have confidence, or not, based on the kind of company they think they're dealing with. Many things contribute to the right kind of "corporate image." We can think of two in particular without half trying—your letterhead, and

your business card. That's why it is so important that they be properly designed and printed (or engraved).

HOW MUCH TIME do you spend writing a sales letter? Many executives pride themselves on being able to dash off one in a few minutes. The truth is, a sales letter, like any other advertising, requires writing, re-writing and more re-writing, to make it clear, concise and readable. Some of the most successful copywriters will grind out 2,000 words or more just to get 100 words that are right. The time and effort spent to "say it well" can be very profitable!

## LET'S GET MORE

### "DOWN-TO-EARTH"

#### PLEASE

Here is part of an interesting letter from Fred Weber:

"I benefit mostly from the 'how-to-do-it' stuff . . . the letters, mailing pieces and campaigns experts have concocted . . . reproduced so that I can read the letters and get an idea of what the pieces look like. For instance that brush guy's letter rewrites. And of course . . . those b.f. suggestion paragraphs in the front of the book.

"Guess I'm a rank amateur but still wonder whether the greater part of your readership isn't made up of hard-working guys who prefer the same stuff.

"Murky high-brow articles about 'underlying (very deeply) principles,' 'motivation,' 'ESP,' and God knows what leave me cold. They read like some word-merchant got way too far out on a limb . . . trying to enhance his reputation or make one. Sometimes wonder if the author knows what he's talking about.

"I'm just a workingman and prefer a workingman's Reporter . . . cover to cover.

"Well, back to the foundry . . .

(Signed) Fred G. Weber

Sales Promotion Manager  
Will Corporation

Rochester 3, N. Y."

Reporter's Note: We'll try to keep our overalls on.

## THE CAT CROSSED

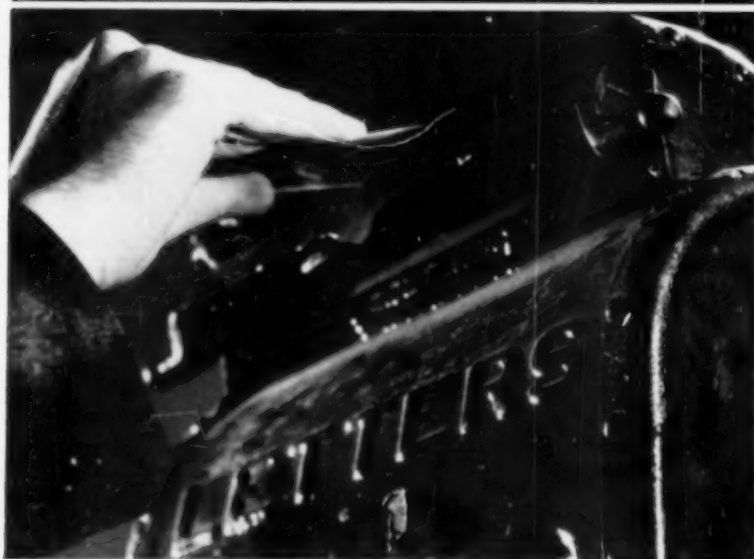
### THE STREET by Henry Hoke, Sr.

Several newcomers among Reporter readers have asked what I meant by referring to the "cat crossed the street" technique. So here it is again.

The "cat crossed the street" technique is the most simple way to write . . . especially letters. It's the technique used by most good newspaper

## Specialists in ENVELOPES

every kind . . . for every need



Outstanding for Designing  
and Special Services



- CORRESPONDENCE
- OFFICE USES & MAILING
- POSTAGE-SAVER
- WINDOW
- AIR MAIL
- BUSINESS REPLY
- REMITTANCE
- OPEN END CATALOG
- OPEN SIDE BOOKLET
- PACKAGING

THESE ARE BUT A FEW OF THE  
MANY ENVELOPES WE MANUFACTURE



THE HOUSE OF ENVELOPES . . . AND ENVELOPE IDEAS

**GARDEN CITY ENVELOPE CO.**

3001 N. ROCKWELL ST. • CHICAGO 18, ILLINOIS • PHONE CORNELIA 7-3600



*Are regular mailings a headache in your company? With office workers drafted to help out, overtime expense, or temporary workers to be found, coached and supervised? . . . Then you'll be pleased to learn about the new PB Model 3300-FH, the combined folding and inserting machine.*

The 3300-FH will fold and stuff 500 single enclosures in an envelope in eight minutes. An additional enclosure can be handled by a separate run through the machine. Handles cards, leaflets, letters, invoices, even stapled sheets. Can be set in less than a minute, without tools. Automatic feed requires minimum effort for the operator. And

it's easy to run.

This machine will show a considerable time saving, even in a small office — prevent disruption of office routine, permit better scheduled and more frequent mailings, and raise morale as well. Its inserter unit hooks onto any PB folder, or operates separately. For details, call the nearest Pitney-Bowes office. Or send coupon for free illustrated booklet and case studies.



*Model 3110 has six optional stations, inserts up to six enclosures at speeds as high as 6,000 an hour.*

*Can be fitted with auxiliary PB postage meter mailing machine, if desired.*



## PITNEY-BOWES Folding & Inserting Machines

*Made by the originator of the postage meter . . . 121 offices in the U.S. and Canada, with nationwide service coast to coast.*

PITNEY-BOWES, INC.  
5762 Crosby Street, Stamford, Conn.

*Send free illustrated booklet and "case studies" on folding and inserting machines.*

Name

Address

reporters. That's why your daily newspaper (if a good one) is a wonderful textbook or guide on clear writing. "Cat crossed the street" must be a state of mind. Your mind.

We Americans have developed through the years a way of talking which might be labeled *pure reporting*. We've degenerated from the romance languages (which is nothing to be ashamed of). If we see a cat and see what it is doing, we report it simply, as "the cat crossed the street." We don't say, as they do in German, "The cat it the street crossed." We do not have to determine the sex of the cat in order to fix the verb as they might in French. We do not go into Spanish flowery versions, such as, "It was too bad the cat didn't cross the street yesterday because yesterday was clear, but today it's raining and the cat got its feet wet."

In other words, good American business writing reports simply and clearly . . . "the cat crossed the street." Whenever you find an example of confused, ambiguous business writing . . . you can be sure the author doesn't have a "cat crossed the street" mental picture of what he's trying to say.

I've seen thousands of letters which prove that the writer, in an attempt to impress the readers with his brilliance, has completely forgotten the "cat" until long after the reader has become bored. In the most simple terms . . . the "cat" in your mind should be your product or service: their benefits. Start from there and describe briefly, exactly what it is doing or will do. You don't need to worry too much about perfect grammatical construction. Some of the best letters have violated some rules of grammar. But if you write clearly in the style of "the cat crossed the street" . . . people will understand you. People will be inclined to like you . . . because of your clarity.

#### TO MY VALENTINE

Valentines filled the mails in February . . . both in direct mail with valentine themes, and personal expressions of affection between many American citizens.

Two of the best commercial valentines we caught came from Grosset &

Dunlap, Inc., and Albany Products Co., Inc.

The publisher's piece was a large red accordion-fold mailing, designed to sell Berlitz language books. Die-cut in the form of a heart, copy throughout carried the theme that "Berlitz loves you, because you have helped make Berlitz the most celebrated name in language study." The heart-shaped order form for books illustrated was appropriately adorned with Cupid.



Albany's valentine mailer was an-

**Bruce, Richards**  
CORPORATION

**SERVING AMERICA'S LEADING ADVERTISERS**

- CREATORS OF DIRECT MAIL
- OFFSET PRINTING
- AUTOMATIC AND HAND INSERTING
- CONTEST MANAGEMENT AND JUDGING
- PREMIUM HANDLING AND MAILING

250 FOURTH AVENUE • NEW YORK 3, N. Y. • OREGON 7-4600

In Chicago dial 211 and ask for Enterprise 4531





## Specialists in Mailing Lists of Business Firms and Executives

### RATED BUSINESS FIRMS

Creative Mailing Service is a leader in the compilation of lists of rated business firms in the United States and Canada. Our basic list of firms consists of the top one million names carefully selected from the more than four million business firms in America. The names are available according to financial rating and according to type of industry (manufacturers, wholesalers, retailers, etc.)

### SIC LISTS

The Standard Industrial Classification system is the Federal government's system for defining and classifying every business in our economy. There are 951 separate industrial and commercial categories under this system. Creative Mailing Service has a separate list for each of these 951 specific SIC groups. A 78 page catalog of these lists is available without charge. It lists every SIC number, with its industrial title and the total number of names.

### EXECUTIVES AND PROFESSIONAL MEN

Creative conducts a continuing survey of up-to-date and qualified names of business executives. These lists are available by individual name and executive title. These names offer the direct mail advertiser the opportunity to select quality prospects by job function and then to reach those prospects by name, title, company

affiliation and address. Currently, 27 categories are available. Among them are: Advertising Managers, Chief Engineers, Controllers, General Managers, Personnel Managers, Presidents, Purchasing Agents, Research & Engineering Executives, Research Laboratory Heads, Treasurers, Sales Managers and Vice Presidents.

In addition, Creative also compiles lists of men in the "business professions." These lists are compiled on a national basis and offer thorough coverage of such professionals as: Accountants, Architects, Attorneys, Bankers, Insurance Brokers and Realtors.

Because mailing lists change so rapidly and because Creative maintains and corrects its lists on a continuing basis it is advisable to inquire about quantities and prices. Data cards which describe these lists are available without charge (as is our SIC catalog.) Requests for information are welcomed and will be answered promptly.

*Creative Mailing Service, Inc.*

*Mailing Lists • Addressing • Mailing*

*460 North Main Street, Freeport, N. Y. • Freeport 8-4830*

**FIRST  
TIME  
OFFERED!**

## 3 NEW LISTS

**EXCLUSIVE WITH  
AHREND**

1. 231,000 Rocket — Missile — and Aviation Executives and Engineers
2. 350,000 Active Charge Account Customers of Large Women's Apparel Chain
3. 160,000 Executives in 50,000 Corporations. Many not in any directory

For details of these & other unusual lists — including 32,000 genuine contributors — call PLaza 1-0312.

and for top response use the

**AHREND** *Cello* **LETTER**

**UNIQUE • ATTRACTIVE • INEXPENSIVE**

Call PL 1-0312, or write now for sample and low costs.

**AHREND ASSOCIATES** / 601 madison ave., n. y. 22 • plaza 1-0312

Do you have your 1959

### **DIRECT MAIL COLOR KIT**

If not — write at once — no obligation — this information and selection of low cost, top quality, natural color direct mail materials is a must in planning your next advertising piece.

**Curteichcolor® 3-D**

"the finest in natural color"

- post cards
- circulars
- brochures
- catalogues
- direct mail
- dealer aids

**CURT TEICH & CO., INC.**

1733 W. Irving Park Rd., CHICAGO 13, ILL.

Firm .....

Attn. of .....

Street .....

City ..... State .....

Before you  
make your  
next mailing

... CHOOSE  
FROM THE  
**1/4 BILLION**



### **MAIL ORDER BUYERS INQUIRERS and PROSPECTS**

For an immense fund of data and MOSELY custom-prepared LIST RECOMMENDATIONS, simply send us in confidence a detailed letter about your list problems along with sample mailing pieces, ads, etc. NO COST OR OBLIGATION. Write:

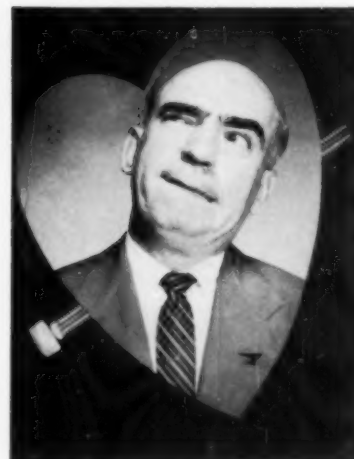
*Mosely*

**MAIL ORDER  
LIST SERVICE, Inc.**

MAIL ORDER LIST HEADQUARTERS  
Dept. R-63

38 Newbury St., Boston 16, Mass.  
Charter Member National Council  
of Mailing List Brokers

other in the bolt maker's continuing series of zany folders which have scored tremendous sales success, and won last year's Henry Hoke Award. (Full story appeared in the August, '58 Reporter.) Their comic valentine approach carried the verse: "Washers are red, bolts are blue, we still love to sell NUTS to you!"



### **Million Valentines in the Mail**

Like Christmas cards, valentines mailed by people everywhere swell the Post Office in early February. Although there are no statistics on how many are sent, veteran postal officials estimate it runs into the tens of millions.

At the Washington, D. C. Post Office, for example, officials estimate about a million valentines alone were handled.

Many persons send their valentines to a post office with an appropriate name, with postage affixed, requesting postmasters to postmark and mail them on to the addresses. For instance, at Loveland, Colorado, Postmaster F. C. Brewer reports more than 75,000 such valentines are sent to his office each year to be remailed to persons all over the world with the appropriate "Loveland" cancellation.

In addition to Colorado, Iowa, Ohio and Oklahoma all have "Loveland" post offices. Kentucky has "Love," "Lovely," and "Lovellaceville" post offices. A "Lovelock" post office is in Nevada. There are "Lovejoy" post offices in Georgia and Illinois. Texas has a post office with the highly appropriate name of "Loveland."

And then there are three post offices named "Valentine"—in Arizona, Nebraska and Texas—and Virginia has one named "Valentines."

All of these post offices and many

# BERGSTROM THOR

**helps you to help your customers  
close more sales — faster! easier!**

Close register, full-color halftones, with screen or solid tone backgrounds, reproduce with exceptional lifelike clarity on Bergstrom's THOR . . . the offset paper that puts extra "sell" into printed literature! Why? Because mellow deinked bookstock, blended with virgin pulp, makes THOR outstanding for smooth, no-glare whiteness . . . dimensional stability . . . resistance to picking . . . trouble-free printing . . . fast drying. Try THOR on your next offset color job. You, and your customers, are in for a pleasant, sales-making surprise when you do! Write today for printed color samples and full information as to sizes and weights available from stock.



**BERGSTROM PAPER COMPANY**  
NEENAH, WISCONSIN  
Founded 1904

Member Wisconsin Paper Group

Manufacturers of IBSEN Book Papers • THOR Offset Papers • ODIN Mimeo, Smooth and Bond Finish Papers • Sensitized SAFETY PAPERS.

# IDEAS COPY ART SALES PROM- OTION DIRECT MAIL BY

MONOGRAM, INC.

# MEANS RESULTS FOR YOU

18 DMAA AWARDS IN 11 YEARS

MONOGRAM, INC.

515 MADISON AVENUE

NEW YORK 22 PLAZA 3-8974



others did a booming business last month . . . as people everywhere said "be my valentine." •

## SHOWMANSHIP

### SELLS PAPER

Glad to see some of the paper companies are going in for some first class showmanship in their mailing pieces. Recently a 5½" x 8½" card came printed in heavy black with lettering in reverse. Predicted a "Coming Soon!



. . . and it's Whiter Than Chalk . . . Whiter Than Salt . . . Whiter Than Cotton, Too." No company identification. Mailed under permit from New York.

Soon after, an eye-catching piece arrived from International Paper Co., 220 E. 42nd St., New York 17, N. Y. A 6" x 11½" french fold Bristol affair with the questions on cover: "What is . . . Whiter Than Cotton? . . . Whiter Than Salt? . . . Whiter Than Chalk? Opposite the question lines were tipped a swab of cotton, glassine envelope of salt, and a reproduced slate with chalk question mark. Inside, a sheet of new Springhill Bond was tipped to Bristol with a butterfly fold which popped up as folder was opened. Cartoon characters described product in balloons.

## A LIST

### PRODUCING AD?

We're wondering . . . what kind of list this ad produced. It appeared February 27 in N. Y. Daily News, as part of a stunt for Bill Cullen's show, "The Price Is Right." Contestant Russ Graham on February 29th show won an unusual bonus: the nickels collected as a result of this ad. If you watched the show the following Wednesday, you know that

Russ received 28,000 nickels or \$1,400. Come to think of it, Bob Christenberry, Acting Postmaster of New York City, didn't do so bad either with the postage (4¢ x 28,000 = \$1,120) for delivering his part of the gag.

**I'LL RECEIVE 5c**

**IF YOU**

**CUT OUT MY PICTURE**



**AND SEND MY PICTURE**

**TO**

**RUSS GRAHAM**

**P.O. BOX #7**

**NEW YORK 46, N. Y.**

**ONLY ONE PICTURE TO AN  
ENVELOPE PERMITTED**

**NOTE: THE SENDER RECEIVES NOTHING**

## FORECASTING BUSINESS

We got a good chuckle from the "Business Forecast" included in the March 1959 Newsletter issued by Scriptomatic, Inc. (addressing machines) 300-316 N. 11th St., Philadelphia 7, Pa. Edited by W. F. Fischer, Jr. You'll probably chuckle too over this example of kidding the experts.

*Business Forecast:* The commerce department reports that sales and income figures show an easing up of the rate at which business is easing off, which is taken as proof of the government's contention that there is a slowing up of the slowdown. In order to clarify the cautious terminology of the experts, it should be noted that a slowing up of the slowdown is not as good as an upturn in the downturn, but it is a good deal better than either a speedup of the slowdown or a deepening of the down-



## TO TOMORROW'S GIANT:

If you want fast business growth—growth you can measure day to day—take a look at today's newest advertising and sales medium. Using keyed returns, it can prove the effectiveness of your advertising efforts almost immediately, prevent costly mistakes and dead-end detours.

This new medium will take your story to every prospective customer in the country . . . create a strong, indelible image for your product or company . . . produce new business—and growth—at low cost.

The medium is MASS MAIL.

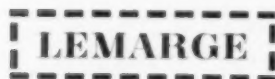
More than simple direct mail or mail order, Mass Mail is the scientific application of proven research, statistical and sales techniques to the creative art of persuasive communication. It requires originality, inventiveness and a willingness to pioneer on the part of both creator and user.

If you possess these qualities, why not match them—and your ambition—with those of Lemarge? One of the nation's largest mechanized processors of Mass Mail, Lemarge is also the creator of outstanding Mass Mail sales and advertising campaigns for some of the largest mailers in the country.

Many of our clients came to us when they were too small for others to handle profitably. But they were ambitious, and that meant more to us than their size.

Today they reach audiences of hundreds of thousands . . . produce measurable returns on every mailing . . . with Lemarge-created Mass Mail campaigns.

If you want to join this company of giants, why not see what Lemarge can do for you? We will be happy to consult with you without charge or obligation.

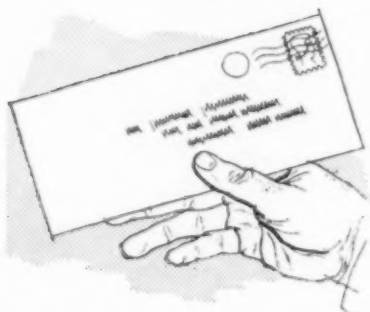


MAILING SERVICE COMPANY

417 SOUTH JEFFERSON STREET, CHICAGO 7, ILLINOIS



# Planning a Direct Mail Campaign?



## Lists are very important!

The best selling copy in the world to poor lists will not do nearly as well as mediocre copy to the best lists.

And those who are acquainted with mailing lists know that year after year acceptance of lists does not come by pure chance. Accepted lists, like McGraw-Hill's, hold their top-ranking places by merit alone.

Our files are filled with thousands of factual case histories and hundreds of voluntary testimonial letters—ample proof of the fact that McGraw-Hill lists are the lists that produce the desired results!

Let us tell you more about the lists that have been so successful for so many others. Simply fill in the coupon and return it to us. We will send you complete details.

McGraw-Hill Direct Mail Division  
330 W. 42 St.  
New York 36, N. Y.

Please send my free copy of the McGraw-Hill Business & Industrial Mailing List Catalog.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

turn, and does suggest that the climate is about right for an adjustment to the readjustment.

Turning to unemployment, we find a definite decrease in the rate of increase, which clearly shows that there is a letting up of the letdown. Of course, if the slowdown should speed up, the decrease in the rate of increase of unemployment would turn into an increase in the rate of decrease of employment. In other words, the deceleration would be accelerated.

But the indicators suggest rather a levelling off, followed by a gentle pickup, rather than a faster pickup, a slowdown of the pickup, and finally, a levelling off again of the pickup. At any rate, the climate is right for a pickup this season, especially if you are unmarried and driving a convertible . . . but perhaps our mind is drifting away from our work.

## ARE YOU A GENIUS?

WE ENJOYED this interesting item in the always good *The Postage Stamp*, syndicated monthly house magazine for lettershops, edited by Gerald Kratsch of Miles Kimball Co., Oshkosh, Wis.

ASK ONE of your friends to read this sentence slowly, but one time only:

"Finished Files are the Result of Years of Scientific study combined with the experience of years."

Then ask him to count aloud the F's in that sentence. How many are there?

One of just average intelligence finds three. If you garnered four, you're a bit above average. If you located five, you can turn up your nose at the three and four-finders. If you got all six, chances are that you're a genius—and if so, you hadn't ought to be wasting your time taking simple tests like this.

Incidentally, we tried the sentence on a few visitors. None managed to count six F's. Guess we are just not surrounded with geniuses.

THERE ARE MORE PETS THAN PEOPLE! The total pet population of the U. S. now exceeds the human population. 56% of all American families own one or more pets. This includes 25,000,000 dogs, 27,000,000 cats, 15,000,000 parakeets (not counting FOUR of Hannah Bott), 6,000,000 canaries, 3,000,000 turtles, 120,000,000 tropical fish (count 'em) in 20,000,000 home aquariums, 12,000,000 gold fish, 100,000 monkeys and 10,000 pet skunks. \$275,000,000 or more is spent yearly for dog and cat

**The Roskam Co.**  
P. O. Box 855  
K. C. 41, Mo

Mail Order Lists

Farm Market Lists

Hi-Volume Mailing

Members of

**DMAA ATCMU**  
**NATIONAL COUNCIL**  
**of MAILING LIST BROKERS**

A NEW APPROACH TO PRODUCT PROMOTION & MERCHANDISING

USE **Plastichrome®**  
NATURAL COLOR POSTCARDS,  
SELF MAILERS & BROADSIDES



Plastichrome® reproductions have won the Lithographers National Association Award for 5 straight years. This means you buy the very best — each postcard in vibrant 4 color process to give extra impact — more realism. Plan a color postcard promotion in your next campaign, supplement it with Plastichrome natural color brochures, broadsides and catalog sheets. The cost is amazingly low — the results fantastically high.

And remember — Plastichrome® by Colourpicture gives you all these extras:

- Complete creative service
- Highest quality of the industry
- Full color proofs at no additional charge
- Prompt, on-time delivery
- Low prices — a complete campaign for less than 1¢ each.

Write for FREE Merchandising Kit

**COLOURPICTURE PUBLISHERS, INC.**  
400 Newbury Street, Boston 15, Massachusetts

# RTK

**is the name of a versatile organization  
with balanced facilities for...**

**Advertising Typography:** complete facilities for machine (linotype and monotype) and hand composition, including foreign languages.

Distinguished advertisements and award-winning direct mail pieces are set by RTK. Famous house organs with international circulation are set, printed, and bound at RTK.

**Letterpress Printing:** for more than a quarter-century RTK has been famed for the finest presswork in the letterpress field. A full range of press equipment means flexible adaptation to runs of any size.



**Offset Platemaking and Printing:** the most advanced equipment now in use, including one-, two- and four-color presses, assures maximum fidelity of reproduction for medium or long runs.

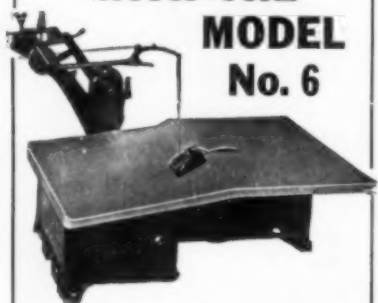
For a complete service of typography and printing, call ANdover 3-0722

**RUNKLE • THOMPSON • KOVATS • Inc**

Advertising Typographers, Printers and Lithographers • 650 West Lake St., Chicago 6, Illinois



## CUT YOUR MAILING COSTS! WITH THE MODEL No. 6



This portable table SAXMAYER Model No. 6 is especially adapted to tie letter mail—also designed for general purpose tying of bundles in any sequence up to 6" high without adjustments. Adjustable legs and casters available at a small additional cost.

All SAXMAYER tyers are noted for **SAFETY** — automatic releases where needed; **SIMPLICITY** — all working parts are interchangeable; not only attractive in appearance but also **EFFICIENT** — fully automatic, speedy, firm, non-slip ties, economical in twine and time. Let us prove it on our trial basis.

Whatever your tying problem, there is a SAXMAYER model to meet it. Write us for details and literature.

DEPT. M

**NATIONAL**  
BUNDLE TYER CO.  
Blissfield, Michigan

## If you MAIL to EUROPE...

Consider the economy of having your printing and mailing done on the Continent. Newsweek, Reader's Digest and the New York Times have discovered the advantage.

Write for information —  
no obligation.

**DeMutator M. V.**

Willemsparkweg 112  
Amsterdam, Holland

foods; \$15,000,000 for remedies, grooming products, millions more for mink coats for dogs, sweaters, beds, leashes, collars, cat litter, etc. DON'T LET THIS TREMENDOUS MARKET GO TO THE DOGS!

All of the above sworn to in "Bott-Shots" by Leo P. Bott, Jr., (advertising) 64 E. Jackson Blvd., Chicago 4, Ill.

## SLIDE RULE RATE CARD

A novel development in rate cards, one that contains a slide rule that instantly tells advertisers how much money is spent on their products, was recently introduced by the magazine **Modern Bride**, a Ziff-Davis publication.

The new combination rate and market guide card being mailed to advertisers and agencies consists of a slide holder and insert which pulled to proper position instantly gives advertisers, agencies, and salesmen important market data . . . by classification on exact amounts spent by **Modern Bride** readers on specific products. Amounts are listed in total annual figures and average expenditure per **Modern Bride** reader per product.

The card also has the magazine's rates printed on the slide holder. The slide card lists bridal market data for the following industries: bedroom furniture, clocks, dining room furniture, earthenware or pottery, fine china, floor coverings, glassware, kitchen utensils, lamps, linens and blankets, living room furniture, major appliances, radios, silver plate, small appliances, stainless steel, sterling, and television.

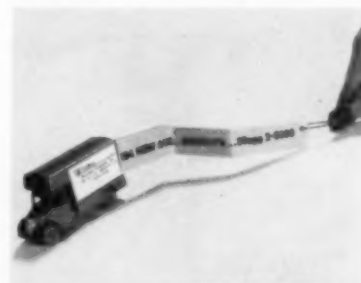
This seems to be something unique in magazine sales promotion.

## A REALISTIC "MOVING" MESSAGE

When Federal Business Products moved to a new location at 184 Kent Avenue in Brooklyn, they asked their agency, McClellan Advertising, Inc., of Massapequa, L. I., N. Y. to design an attention-compelling mail piece that would graphically get across the idea of their new location.

Result was a miniature moving van imprinted with the firm's name on the sides. When a protruding tab was pulled from the back of this minia-

ture moving van, an accordion-folded announcement was revealed.



This unique way of "delivering" the change-of-business announcement caused a wave of favorable comment from customers. Many wanted to know where this "stock item" could be obtained. It was not a stock item, they were told, but an original idea conceived by the agency.

According to Stan Giroux, vice president of Federal Business Products, Inc., "the miniature van idea not only created instant impact, but from the reaction we have received thus far, our customers will recall that we moved to Brooklyn for a long time to come."

One letter sent to Mr. Giroux from Maryland (in a child's handwriting) said: "Thank you for the nice model truck you gave to my father. . . . he has given it to me . . . I hope you like your new place very much."

## TYPE BOOK ISSUED BY HABER

"Communication" is the one word theme carried throughout an attractively illustrated 88 page booklet printed in five colors, just published by Haber Typographers, 115 West 29th Street, New York City.

Featured in the booklet are 52 pages of one word type specimens of hand, Intertype, Linotype and Ludlow faces available at Haber. Among the newest faces shown are Intertype Bulmer and Italic, Chisel Expanded, Consort series complete, Craw Clarendon Book, Craw Modern, Fairfield Medium and Italic, Microgramma series complete, Modern No. 20 and Italic, Tempo Black Extended, Torino and Italic, Trade Gothic with Bold Extended. Also, there are eleven pages devoted to showings of large sizes of wood type for special display purposes.

Copy of this booklet "one word from Haber" can be obtained upon request.



# NEW!

and yours for  
the  
asking



America's leading "triple-purpose",  
letter-card-envelope direct mail product now presents  
in this kit - the very best in  
**DESIGN, PLANNING, COPY, PRICE AND PRODUCT!**

**SEN-BAK®** 

patent applied for

A division of General Office Service, Inc.

Washington 2, D.C. 1355 New York Avenue, N.E. / LAwrence 9-1727

New York 17, N.Y. 545 Fifth Avenue / MUrray Hill 7-7433

**NEW 336 PAGE 9" x 12" CATALOG**

**OF GRAPHIC ARTS**

Hundreds of wood and metal type faces, thousands of items for every graphic arts use. One of the largest, complete, illustrated catalogs in entire history of the industry! Send \$2.00 to cover cost of printing and mailing — **REFUNDED WITH YOUR FIRST ORDER!**

**AMERICAN WOOD TYPE MFG. CO.**  
Dept. R 42-25 Ninth St., L. I. City 1, N. Y.

**BUSINESS REPLY CARDS**  
\$4.50 per 1,000  
in 10M lots.

Printed in Color of your choice on 100 lb. White Index. Send copy. Proofs furnished for O.K.

**BLACK OAK PRESS**  
2325 Durbin St., Black Oak, Gary, Indiana

**An Ad Agency that loves DIRECT MAIL**

Many agencies don't want to "monkey" with MAILVERTISING. (Some don't have the know-how). Direct Mail is no stepchild here! We coordinate space advertising with it.

**"That Yellow Bott"**  
Leo P. Bott, Jr., 64 E. Jackson, Chicago

## POSTAL RATES UP —

## — PRINTING RATES DOWN!

Compare these prices and you, too, will order from NEO.

One Color Printed Two Sides or Two Colors One Side — 50 lb. offset

Rate per M

Size	10M	20M	25M	30M	40M	50M	60M	70M	80M	90M	100M
8½ x 11	6.50	5.00	4.75	4.50	4.25	4.00	3.80	3.65	3.55	3.45	3.40
11 x 17	10.00	9.00	8.50	7.50	7.10	6.80	6.65	6.50	6.40	6.30	6.20

Two Colors Printed Both Sides or 4 Colors One Side or 3 One Side and 1 the other — 50 lb. offset

Rate per M

Size	10M	20M	25M	30M	40M	50M	60M	70M	80M	90M	100M
8½ x 11	10.00	7.00	6.25	6.00	5.75	5.50	5.25	5.00	4.75	4.60	4.40
11 x 17	15.00	12.00	11.00	10.50	9.50	8.80	8.50	8.25	8.00	7.75	7.50

Note: Add 7.50 to overall price on each job for press washup for each color that is not black.

These prices based on copy supplied ready for camera, open line work, no bleed. Prices for halftones, Bendays Etc. on request.

One of our high speed offset presses will produce 200M 8½ x 11, 2 color, 2 side letters in a day!

This is the age of specialization. Use a company that makes 8½ x 11 and 11 x 17 long runs its specialty, in 1, 2, 3 and 4 colors, and full color.

**CALL OR WRITE FOR COMPLETE PRICE LIST  
AND FURTHER INFORMATION**

**NEO PRINTING COMPANY**  
23 Wesley St., So. Hackensack, N. J.

Send Samples, of Neo-Lith Process to:

Name .....

Company .....

Address .....

City ..... State .....

**NEO  
PRINTING CO., INC.**

23 E. Wesley Street  
So. Hackensack, New Jersey  
HUBBARD 9-5050  
(From NYC, First Dial 11)

P. S. We have a Fotosetter for  
quality composition service.

## NO MINIMUM SIZE FOR PACKAGES

Heard from Ralph Harden, Vice President, The Mason Box Company, Attleboro Falls, Mass., that our item in the March Issue concerning the July 1 deadline for minimum sizes needed further clarification. On July 1, cards, envelopes and folders below the minimum size of 2¾" x 4" will be unmailable. This doesn't include boxes. Here's Ralph's report:

In the March issue of your publication there was a paragraph regarding the Post Office minimum size regulation that goes into effect July 1, 1959. You state "cards, envelopes, folders, etc." The "etc." could mean packages.

As this ruling may pertain to First Class Mail, it was apparently the Postmaster General's intention, as outlined in the Federal Register, to have this specifically apply to "Letter Mail" but when the regulation was printed in the Postal Manual, it read *all* First Class Mail which would include packages and Mailing Boxes sent First Class (including Registered Mail).

In asking for a clarification of this ruling from Washington, we received a reply which states that the regulation "will not preclude acceptance of parcels having the largest side measuring less than 2¾" x 4".

As regards Third Class Mail, packages measuring less than 2¾" x 4" will still be accepted but at the increased rate of 6¢ for the first two ounces, instead of the regular rate of 3¢ for the first two ounces.

As we have had several inquiries from our customers advising that their Postmasters have told them that the size of their mailing boxes would have to be changed, we thought that the matter might be of sufficient interest to your readers to have it clarified in the columns of your magazine.

## IT'S STILL AROUND

The customer had finally chosen the model Hi-fi player he wanted; so the salesman asked, "What credit terms would you like to arrange, sir?"

"Terms?" said the customer, "I'll just pay cash."

"Cash!" exclaimed the stricken salesman. "I'll have to get the manager to see how to handle this."

From "In Transist," house magazine of Southern Envelope Mfgs., Nashville, Tenn., and Miami, Fla.

"What can  
you lose?  
A four-cent  
stamp!"



Ever since Adam, men have loved a good contest. And ever since Eve, women have been entering and winning them. If you like the selling advantages a contest gives, but worry about the headaches and cost, you'll be interested in a new booklet published by Fulfillment Corporation of America—a company that makes a specialty of taking over a contest where your advertising agency leaves off. The booklet tells you how you can get more mileage out of contest promotions—yet save time, trouble, money. It's free—just mail the coupon to your right.

**FULFILLMENT CORPORATION OF AMERICA**

FULFILLMENT CORPORATION OF AMERICA  
10 Rockefeller Plaza  
New York 20, New York

Please send me your new free booklet on how  
advertisers can make contests pay off.

Name \_\_\_\_\_

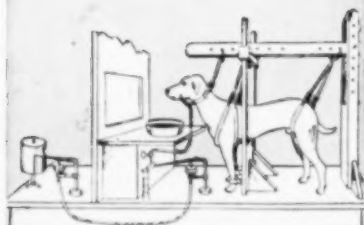
Company \_\_\_\_\_

Position \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## RESPONSE



We don't claim that the mere sight of a Shaller-Rubin prepared mailing piece will start your mail-list prospects licking their chops over the product you advertise . . . but it might!

No psychological mumbo jumbo to it. Just a constant awareness that no matter how fine a product you sell, or service you supply, prospects have to be stimulated before they respond.

That's where we come in . . . with ten years experience (and experiment) in designing direct mail campaigns aimed at achieving—RESPONSE!

If you want to ring the bell that will set off prospect reaction to your company's direct mail, write:



THE  
SHALLER-RUBIN  
COMPANY, INC.  
312 FIFTH AVENUE  
NEW YORK 1, N. Y.  
OXFORD 5-4680

## NAMES IN THE NEWS

Who's doing what in your organization? New job? New Promotion? Industry Awards? Or interesting personal news on the human side? No matter what they're doing, we'd like to include them in this monthly round-up of . . . "Names In The News"

National Sales Executives, Inc. has just awarded **HERB AHREND** (sales promotion firm, New York) a gavel as a symbol of leadership in the development of ideas that sell • **PAUL C. ANDERSON** has joined Modern Talking Picture Service, Inc., New York, distributor of business-sponsored films, as a promotion writer. Mr. Anderson recently served as a direct mail and sales promotion writer for the Graybar Electric Company • Art Metal Construction Co., Jamestown, N.Y. announces the appointments of **WARREN P. FISHER** as advertising production manager and **GEORGE M. LASEZKAY** as manager of publication advertising • **HENRY H. ARTHUR**, former account executive with Ted Bates & Co., New York advertising agency, has been appointed assistant manager of advertising of Pitney-Bowes, Inc., Stamford, Conn. • **ROGER E. BALE** has been appointed to a newly created position in OPW Corporation's (Cincinnati, Ohio) sales promotion department. Will be responsible for jobber training, product packaging and other sales promotion activities • **HOYT L. BEAVERS** has joined W. S. Walker Advertising, Inc., Pittsburgh, Pa. as director of the agency's newly established Sales Promotion Department. Formerly associated with E. I. du Pont de Nemours & Co. in its "Freon" Products Division • **FRANK C. BECKERT**, formerly vice president of Howard A. Harkavy, Inc., New York, will set up his own advertising agency under the name of Beckert and Bradley, Inc., at 112 East 19th Street, N.Y. • The Philadelphia Direct Mail Club was privileged to hear **DICK BENSON** tell his success story of American Heritage at the March 11th luncheon meeting • **HOMER J. BUCKLEY**, chairman of the board of Robertson, Buckley & Gotsch, Inc., Chicago celebrated his 80th birthday on March 16th • **ASA E. BUTTRICK** has been appointed sales manager of Greetings Unlimited, Inc., St. Paul, Minn. Will be in charge of sales correspondence and advertising statistics • Five major promotions were announced, following the annual meeting of the board of directors of The **CRAMER-KRASSELT CO.**, Milwaukee,

Wis. Elected secretary of the company was Lester H. Ness, vice president in charge of media. Elected vice presidents were Robert L. Christiansen, Marvin A. Lemkuhl, George L. Staudt and Theodore J. Wing • The Freedoms Foundation at Valley Forge, Pa. has announced the award of its George Washington Honor Medal to the "Curtis Gazette" employee publication of **CURTIS PAPER CO.**, Newark, Delaware • **ROBERT FELDMAN** has been assigned to the New York office together with Paul Armel, it was announced by sales manager Dan Burton of Inter-State Mailing in Great Neck, L.I., New York • Market Compilation and Research Bureau, North Hollywood, Calif. announces the appointment of **LORNE "IKE" GEIB** as vice president in charge of production. Mr. Geib, formerly sales manager, will now be in charge of mailing list production and research interpretation • **THE HOOVEN LETTER COMPANY**, Los Angeles, California announces a new division—Sales Relations — a creative division of the company • Changes at International Correspondence Schools, Scranton, Pa. Vice president **JOSEPH H. BIRO** has been appointed director of marketing and **STEPHAN E. OWENS** has been named sales manager • **THOMAS C. IRVINE**, formerly of Schenectady, N.Y., has joined the General Electric Company's (Syracuse, N.Y.) Heavy Military Electronics Department as a publicity specialist • **THE JANSSEN PIANO COMPANY**, New York, has appointed Smith & Dorian, Inc. as its agency for advertising and public relations publicity • Pitney-Bowes, Inc. of Stamford, Conn. announces the promotion of **JOHN T. JEFFERSON**, assistant supervisor of advertising administration since 1956, to the post of supervisor of advertising production • The Southwest Mail Producers Guild (composed of letter and duplicating firms) has just elected a new president — **LUKE KAISER** of Premier Printing & Letter Service, Houston, Texas • **WILLIAM D. MacGIBBON**, partner in the Gerber Advertising Agency, since 1949, moves to Mail-Well Envelope Company, Portland, Oregon, as

Continued on Page 72



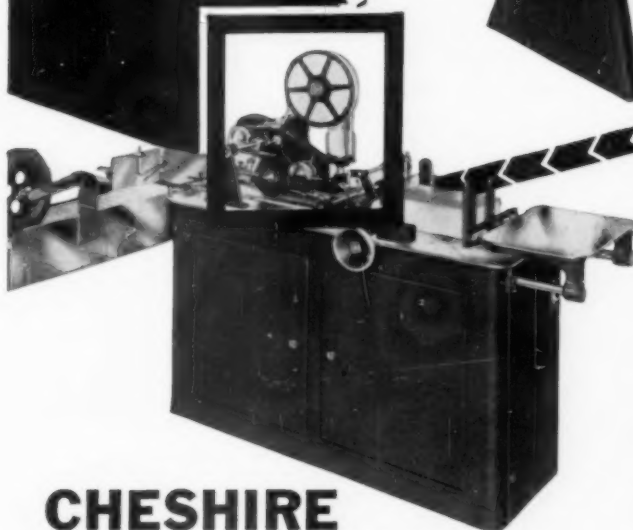
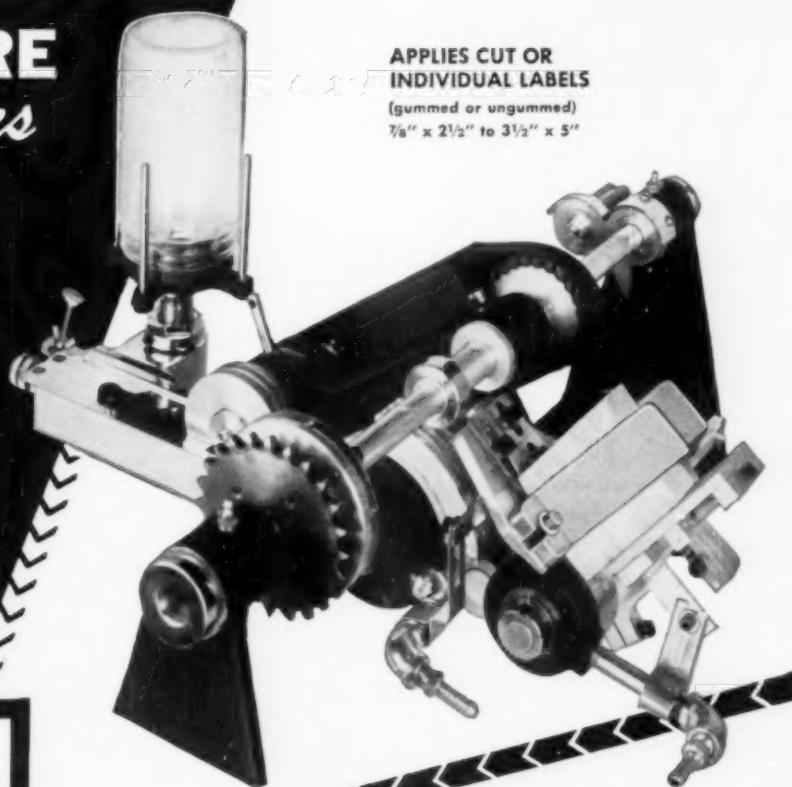
**CHESHIRE**  
*Announces*  
*New* **CUT**  
**LABEL**  
**ROTARY HEAD**

for Model E  
and  
Model C

**Labeling  
Machines**

**APPLIES CUT OR  
INDIVIDUAL LABELS**

(gummed or ungummed)  
7/8" x 2 1/2" to 3 1/2" x 5"



**CHESHIRE**  
**LABELING EQUIPMENT**

Feeds, cuts, glues and attaches pre-addressed labels — reloads labels and glue without stopping the machine. Smashes costs, saves time. Never misses. Labels all types and sizes of printed pieces accurately, neatly, economically. Low-priced sure, easy way to prevent bottlenecks in your labeling operation.

**NOW**, an INTERCHANGEABLE HEAD FOR applying cut labels is ready for quick-change-over use on all Rotary Head Cheshire Model E and Model C Labeling Machines. It quickly replaces the roll or tape strip head on either of these units. It handles ungummed labels, or those cut from gummed stock . . . does the job accurately, neatly, perfectly at speeds up to 15,000 per hour. With the addition of the new R-4700 Rotary Head, the extreme range of both Model E and C Cheshire Labeling Machines permits applying cut labels to practically any class of printed material.

*If cut labels only are to be applied, Model E or C Labeling Machines can be supplied with the R-4700 Rotary Head in lieu of the Roll or Tape Strip Head.*

**MODEL E LABELING MACHINE**

For postcards, insertion cards, envelopes, pamphlets, brochures and lightweight magazines, booklets, catalogs and quarter fold tabloids.

**MODEL C LABELING MACHINE**

For light to heavyweight magazines, catalogs and half-fold or quarter-fold newspapers and tabloids.

**CHESHIRE, Inc.** 1644 NORTH HONORE STREET  
CHICAGO 22, ILLINOIS

# WHAT THE DEVIL DOES

## DICKIE-RAYMOND DO?

First of all, we specialize in direct advertising and sales promotion. We write sales letters and mail campaigns, using techniques that bring greater assurance of results because they are based on 38 years of *getting* results on problems similar to your own.

We plan, write, design and produce booklets, folders and sales material. Not as a creative printer would design them, for we have no presses to feed. Instead, we buy on the open market, designing material that is right for the sales job and priced to the budget.

We handle no magazine, newspaper, radio or TV advertising. We are concerned only with selective markets that can be reached direct.

More important than individual assignments is our service to clients on the total sales problem. If the objective is sales leads, we know the approaches and strategies that will produce sales leads at low cost. We've learned

how to get top readership when there's a job of advertising penetration to be done. Perhaps the problem is dealer-distributor support, the announcement or publicizing of new products or services, the cementing of public or employee relations. These are all matters in which specialized outside counsel is of great value.

Dickie-Raymond operates on a fee basis. Even under a continuing full-time arrangement, you can have the services of this organization for about what it would cost you to hire a junior executive. There is no long-term contract—only a gentleman's agreement. Other fee plans are offered for those whose problems are not of a continuing nature.

There's a start on the answer to your question. If you'd like to know more about this service, let us send you a descriptive booklet that gives complete details. Or simply pick up the telephone.

### Companies Known for Success Are Served by Dickie-Raymond

AETNA LIFE INSURANCE COMPANY  
AIR EXPRESS DIVISION, RAILWAY EXPRESS AGENCY  
AMERICAN AIRLINES  
AMERICAN CYANAMID COMPANY — Surgical Products Division  
BOSTON MANUFACTURERS MUTUAL INSURANCE COMPANY  
C.I.T. FINANCIAL CORPORATION  
DeJUR-AMSCO CORPORATION — Stenorette  
EASTMAN KODAK COMPANY — Industrial Division  
GENERAL ELECTRIC COMPANY — Air Conditioning Department  
IRON FIREMAN MANUFACTURING COMPANY  
MONROE CALCULATING MACHINE COMPANY  
NEW YORK STOCK EXCHANGE  
PAN AMERICAN WORLD AIRWAYS

PEPPERELL MANUFACTURING COMPANY  
PITNEY-BOWES, INC.  
PLYMOUTH CORDAGE COMPANY  
PUERTO RICO ECONOMIC DEVELOPMENT ADMINISTRATION  
RECORDAK CORPORATION  
SHERATON CORPORATION OF AMERICA  
SYLVANIA ELECTRIC PRODUCTS INC.  
THE TORRINGTON COMPANY  
UNITED STATES ENVELOPE COMPANY  
THE WALL STREET JOURNAL  
ZIPPO MANUFACTURING COMPANY

*This is a partial list only.  
Names of other well-known companies, on request.*

### Information Booklet

If you'd like the full story of Dickie-Raymond, send for a special booklet that gives complete facts. No obligation—just fill in the coupon below, attach to your business letterhead, and mail.

Please send me booklet describing services of  
**DICKIE-RAYMOND**

Name

Title

Attach to your business letterhead and mail  
to the Dickie-Raymond office nearest you.



There's only ONE

**DICKIE-RAYMOND**

Direct Mail Advertising — Sales Promotion Counsel

NEW YORK 225 Park Avenue, MUrray Hill 4-3610  
BOSTON 470 Atlantic Avenue, HANcock 6-3360

*This firm dealing in foreign trade really means it. Through simple monthly mailings they offer to trade most anything for anything, offer goods on consignment and easy terms, and will accept any currency other than dollars. Here's how . . .*

## U.S. POSTAGE AIR LETTERS SELL MARKETS OF WORLD

*Dudley Lufkin, Field Editor*

**T**HE FIELD OF FOREIGN TRADE, export, and international finance is one usually not entered by the inexperienced.

But eight years ago a man named J. James Plesser did . . . by founding The Hamos Company, a firm of manufacturer's export representatives at 332 West 21st Street in New York. Eight years ago Mr. Plesser was no export expert, nor was he a foreign financier. But he was an avid stamp collector, well accustomed to world-wide contact by mail. And he had an idea: why not convert hobby mail contact into a company that would service American manufacturers anxious to sell abroad.

The outgrowth of the hobby was Hamos, a unique firm now supplying all kinds of industrial material to governments and industries all over the world. Hamos is unique . . . because they use a simple standard promotion format to sell an unusual "Trade Aid Plan." The plan offers to do business with foreign buyers practically any way they want it.

### Monthly Mailings

The Hamos mail promotion format has been the same since the company's inception eight years ago. They use the United States Postage Air Letter, commonly known as V Mail. Available at any post office, this government self-mailer with pre-printed postage and sealing flap is sent anywhere in the world by air for 10¢. And Mr. Plesser reports they usually get delivery anywhere within 72 hours.

Hamos was one of the first firms in the export field to use the U. S. Postage Air Letter extensively. Today, they create one or more world-wide mailings per month using this

simple government format. The 7" x 12" copy area inside the Postage Air Letter is printed with Hamos' special price offers on specific automotive or industrial equipment. And the copy also spells out details of Hamos' "Trade Aid Plan":

- Currencies other than dollars are accepted for payment. Arrangements can be made to accept sterling, pound, franc, krone, lire, guilder, escudo, yen, peseta, peso, cruzeiro, rupee, rupiah, bolivar and other foreign monies.
- Barter arrangements are invited for trade of goods. Hamos will take coffee, wool, sugar, spices, cotton, skins, lumber, etc. One of their recent trades: sheep's intestines for plywood.
- Consignment accommodations are granted to selected firms.
- Sale price is one set delivered price, including delivery to any port in the world.

### Worldwide List Is The Key

While Hamos' monthly mailing package is a standard, inexpensively printed, and far from fancy format . . . there is nothing commonplace about the company's world-wide list of customers and prospects. It is the real key to Hamos' global success in selling and trading entirely by mail.

Compiled and maintaining by Mr. Plesser during the past eight years, the firm's total mailing list now includes 15,000 of the most responsive foreign importers, industries and government buyers . . . in every country of the world.

Monthly U.S. Air Postage Letter mailings to this list bring Hamos an average of over 5% return in inquiries. And of these inquiries, well over half result in cash, consignment

## TAG mailings string up SALES

Dangle your message before prospects' eyes: The Connelly Organization's exclusive new tag mailing format has action and impact, gets results!

String-up one to a dozen tags, samples or swatches — in any size envelope. Irresistible pull-string zips open the envelope — out pops your message! Readership is assured.

Put ZIP in your next mailing. Write for free brochure and samples.



## THE CONNELLY

ORGANIZATION, INC.

Mail Advertising Services &  
Specialties since 1931

PHILADELPHIA, 1010 ARCH ST., MA 7-8133  
NEW YORK, 475 FIFTH AVE., MU 9-0838  
CHICAGO, 140 S. DEARBORN ST., FI 6-4644

## Read-Me-First

power of four color process  
pictures on your ENVELOPE  
(and letterheads, too!)

FREE KIT when requested on  
business letterhead

Top quality . . . bottom prices

**Colortone press**  
Color Stationery Specialists

2412-24 17th St. N.W., Wash. 9, D. C.

Direct Mail and Mail Order

## COPY

- that makes SENSE
- that makes SALES
- that makes BUYERS want to do business with you

Write me about your plans  
or problems

All details handled by mail

**ORVILLE E. REED**

HOWELL, MICHIGAN

Winner of two DMAA Best of Industry  
Awards . . . Dartnell Gold Medal . . .  
Editor of IMP, "The world's smallest  
house organ"

# PENCILPRINT

MEMO FROM  
ED WARD

The message  
you write on a  
pencil memo  
will be read.  
E.W.

PENCILPRINT looks like actual  
Pencil. Has many applications for  
your Direct Mail. Ask for samples.

**Century Letter Co., Inc.**

48 East 21st Street New York 10, N. Y.

## Direct Mail that PAYS OFF is no accident . . .

WHEN it's done right direct mail becomes a profitable sales builder and cuts selling costs drastically.

It can produce qualified leads for salesmen and dealers . . . follow up inquiries and convert them into sales . . . provide you with a coordinated merchandising program . . . produce direct orders . . . develop specialized markets . . . pre-sell before the salesmen call and dozens of other chores.

For a decade we have been producing direct mail programs for organizations large and small—and have a record for making them build sales volume and cut selling costs.

We would like to show you how we can tailor a program to meet your needs and help you take full advantage of your opportunities. There is no obligation for a preliminary exploratory talk.

**WILLIAM STEINER  
ASSOCIATES INCORPORATED**  
formerly Steiner and Livingston, Inc.

SALES PROMOTION • DIRECT MAIL

Counsel • Programming • Creative Services  
655 MADISON AVENUE, NEW YORK 21, N. Y.  
TEmpleton 8-4600

or barter sales.

Hamos also rents their list to non-competitive firms through The Lewis Kleid Company in New York. One office furniture firm using it recently is still talking about the \$300,000 in sales they found abroad.

### Traveling List Developer

The Hamos Company's own use of United States Air Postage Letters and what they are accomplishing with them in markets of the world is also the talk of the U.S. Department of Commerce. In eight short years, J. James Plesser's far-reaching mail contacts have made him an important figure in United States world trade. He is now active in many foreign trade associations. And because of his success in international marketing by mail, he was elected to membership in the famed Young Presidents' Organization.

If you've got an idea of talking with him about his list, we suggest you wait a few weeks . . . or contact Lew Kleid. For as you read this, Mr. Plesser is circling the globe on an 18-country tour. We'll wager that after he's talked with many of his customers and prospects, that list will work even better. •

## NAMES . . . Continued from Page 68

Marketing Director. Will devote his time to market research and new product development •

• **SPENCER NILSON** is now vice president of The Diners' Club, Los Angeles, Calif. Spencer joined the outfit back in 1954 • **JAMES PILDITCH**, formerly with Jim Nash Associates in Toronto, has joined the Montreal sales staff of O. E. McIntyre of Canada, Ltd., mail marketing organization • **SABIN ROBBINS**, president, The Sabin Robbins Paper Company, Cincinnati, Ohio, announces the opening of a new branch warehouse at 2660 Brenner Drive, Dallas 20, Texas. Montgomery P. Greene, division manager, will continue in charge of service to printers and advertisers • The new president of the Chicago Circulation Round Table is **ROBERT L. RUDD** of Pit & Quarry Publications, succeeding William Howat of Haywood Publishing Company • **MILLARD J. SCHWEIDEL, M.D.**, formerly with The Cortez F. Enloe Agency, has joined the Shaller-Rubin Company, New York, as medical director • **HAL SEIDEL ADVERTISING** has moved to new quarters at 5032 Lankershim Blvd., North Hollywood, Calif. • **DOUGLAS TURNER** announced the formation of a new advertising agency known as Douglas Turner, Inc., 11 Commerce St., Newark 2, N. J. •

**The MULTIPRESS**  
FOR  
IMPRINTING  
ENVELOPE  
PRINTING  
SPECIALTY  
PRINTING  
WHAT'S YOUR LINE?  
Write Dept. R for literature  
**B. VERNER & CO., INC.**  
52 DUANE ST., NEW YORK 7 • BA 7-1466 • 7

TINY in size...  
TINY in price...  
BIG in popular appeal

**these  
perfectly  
scaled-down  
MINIATURES  
REALLY  
WORK**

scissors  
pliers  
jack knife  
nut cracker  
tin snips

• Charms  
• Prizes  
• Letter gadgets  
• Giveaways  
• Premiums  
• Cute gifts  
• Package enclosures

Authentic metal, exact in every detail; fascinating to use . . . these miniatures are "cast-assembled" in one operation by GRC's exclusive "INTERCAST" process. Natural bright finish or brass plated. GRC also die casts and molds special small parts to order; ask for special bulletins.  
Write, wire, phone TODAY for samples and prices of GRC metal miniatures.

**GRIES REPRODUCER CORP.**  
World's Foremost Producer of Small Die Castings  
11 Second St., New Rochelle, N. Y.  
New Rochelle 3-8600

Three well known direct mail men have just been elected to three-year terms on the Board of Directors of the **WASHINGTON (D.C.) MAIL ADVERTISING CLUB**. They are Bill Burgess of Whitaker Paper Company, Harry Hites of Kiplinger and Guy Yolton of Nation's Business. Walter Quinn of Walter S. Quinn, Inc., is serving as president with Lloyd Wood, the retiring president, as "ex officio."

• **NORMAN WEISSMAN** has just been appointed vice president of Ruder & Finn, Inc., New York public relations organization • **ANDREW C. WETMORE**, formerly with Young and Rubicam, has joined the executive staff at headquarters of the American Association of Advertising Agencies, New York City •



Rates \$1.50 per line \$1.00 Situation/Help Wanted Minimum 4 lines  
Address: Classified Dept., The Reporter, 224 7th St., Garden City, N. Y.

# CLASSIFIED ADVERTISING

## ADDRESSING PLATES

POLLARD-ALLING — embossed and linked at \$25.00 per M; special rates for two liners and OCCUPANT; accuracy and delivery guaranteed; weekly capacity 75-100 M.

JACKSON EMBOSSEING SERVICE  
4 S. Williams St., Whitehall, N. Y.

If you want to reduce costs on Elliott-style stencils—BLANKS, CUTTING OR ADDRESSING, Write Address-O-Rite Stencil & Machine Co., Inc., 64 W. 23rd St., N. Y. 10, N. Y. . . . ORegon 5-3240.

Save on New Addressograph Plates and Frames

B or E Frames — \$27. per M  
B plates — \$4.95 per M  
E plates — \$6.35 per M  
Speedaumat plates — \$6.45 per M

Dean Forrest Co.  
7 Foster Street  
Revere 51, Massachusetts

B Frames available

New — \$18.00 per M

Used (clean) — \$12.00 per M

PHILIP-NORTH INC.  
Box 105 — MY 4-1160  
Farmingdale, New York

## ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923.

## CANADA'S BEST MAILING LIST

275,000 live names on Elliott stencils  
Call your list broker—TODAY  
or Tobe's, St. Catharines, Ontario

## EQUIPMENT WANTED

Wanted: Phillipsburg Inserting Machine  
(4 or 6 station)  
Cheshire Model E Labeling Machine  
State condition, age and price  
Box 44, The Reporter

## FREE MAILING LISTS

OVER 2 MILLION NAMES ON PLATES  
GUARANTEED 100% ACCURATE  
ELECTRONIC SELECTED  
CONSTANTLY CORRECTED  
Retailers-Wholesalers-Manufacturers  
Banks-Churches-Institutions  
Choice of 350 Other Lists  
"We Charge ONLY for Addressing"  
(Usually Completed within 3 Days).  
Write for FREE Catalogue  
SPEED-ADDRESS KRAUS CO  
48-01 42nd St., Long Island City 4, N. Y.  
Stittwell 4-5922

## MAILING LISTS

Direct Mail Proven Buyers. Over 790,000 Alpha-Geo Names. Buyers of Books and Magazines ex Gardening, Farming and Health. Active and clean expires. Your Broker knows our reputation for results. Rodale Press, Emmaus, Pa.

30,000 West Coast Industrial Firms listed in the GUIDE. \$10.00 Write CIPG-R  
2225 Southwest Drive, Los Angeles 43, Calif.

FOR RENT: 100,000 recently corrected Catholic laymen, \$15.00 per M addressed on your envelopes from Speedaumat plates. Min. order of 5M for test. Most states.

## CATHOLIC SERVICE FOLDERS

316 N. Michigan Avenue  
Chicago 1, Illinois

PROTESTANT MINISTERS, 200,000 recipients of bi-weekly and quarterly controlled circulation professional periodicals, half of whom are active mail-order buyers. \$15 per M. For selection of active mail-order buyers only, \$20 per M. Pulpit Digest, Great Neck, N. Y.

OCCUPANT ADDRESSING, \$5.00 Thousand. (Or mailing tape @ \$2.50 Thousand.) Almost any of the 200 largest U.S. cities. Label List Assoc., Dept. D, P.O. Box 717, Atlanta 1, Ga.

MAILING LISTS — 400,000 carefully selected names in Protestant field. Individual lists of clergymen, laymen and laywomen, Religious Education Directors, Bible Teachers, Chaplains, Youth Leaders and many others. Write for free brochure "Protestant Religious Lists." Macfarland Company, Box 540-D, Westfield, New Jersey.

## Mailing Machines and Supplies

### REBUILT ONE YEAR GUARANTEE.

Addressographs, Graphotypes, Speedaumat, Elliott Machines. Also plates, stencils, frames, trays, cabinets. Embossing Addressograph and Speedaumat plates. Also, mail bag racks, Tying machines, Sealers, Folders, Letter Openers and Pitney Bowes. Mailers, 40 West 15th Street, New York 11, New York.

## SPEEDAUMAT ADDRESSERS

### AUTOMATIC GRAPHOTYPES

ADDRESSOGRAPHS — GRAPHOTYPES  
CABINETS — TRAYS — FRAMES — PLATES  
MULTILITHS — MULTIGRAPHS — FOLDERS  
PITNEY BOWES—TYING MACHINES—  
OPENERS—ELLIOTT'S—LETTER OPENERS  
ALL EQUIPMENT REBUILT AND GUARANTEED

## AMERICAN BUSINESS MACHINES, INC.

573 BWAY, N.Y. 12, N.Y. — WO 6-4334

## METALWORKING INDUSTRIES LISTS

Approximately 70,000 company names classified by SIC industry group, financial rating, or type of manufacturing operations performed. This is an active publisher's list used several times each month, so it is clean and up-to-date. Complete details and list rental rates on request. We mail from Detroit, New York or Chicago.

## INDUSTRIAL MACHINERY NEWS

16237 Meyers Road Detroit 35, Mich.

## OFFSET CUTOUTS

DE LUXE CLIP BOOK NO. 1 contains 1000 alphabetized promotional heading specimens for offset reproduction. Sales ideas galore, in various lettering styles. Many reverses. 40 pages, 8x10 1/2 in. Was \$5.00, now only \$3.00 postpaid.

## A. A. ARCHBOLD, PUBLISHER

419 S. Main St. Burbank, Calif.

## WANTED

Shredder, in good condition, suitable for cutting light staples. Box 43, The Reporter, Garden City, N. Y.

## PITNEY-BOWES POSTAGE METER

"AV" model, cost over \$2500.00 two years ago. Perfect, like-new condition. Used very little. Only \$1600.00 F.O.B. Milwaukee.

## IDEALS PUBLISHING CO.

3510 W. St. Paul Avenue  
Milwaukee 1, Wisconsin

## SPEEDAUMAT ZINC PLATES

New York's biggest and best embosser places 47 Graphotypes and 90 skilled operators at your disposal for fast, accurate embossing of your lists at rock bottom cost of \$35.00 per thousand. Day and night shifts assure prompt delivery on the date promised. No Alibis. Circulation Associates, Inc., 226 West 56th Street, New York, Jdson 6-3530.

SPEEDAUMAT—Zinc Plates embossed—\$35.00 per M. 100% accuracy guaranteed.

POLLARD-ALLING—3 line proofed and linked \$25.00 per M.

Advertisers Addressing System  
703 N. 16th St., St. Louis 3, Mo.

## SITUATION WANTED

Management supervisor. Thoroughly experienced in all phases lettershop production. Looking for challenging position with new company that can utilize my 11 years experience with top New York mail order company. Managed the following departments: Fulfillment, Purchasing, List Rental, Maintenance, Speedaumat and Elliott Addressing, Printing, Hand and Machine Inserting, Shipping and Receiving. Box No. 42, The Reporter of Direct Mail Advertising.

COPYWRITER, 15 years proven results in direct mail and circulation promotion seeks challenging job, full or part time. Best references nationally known publications and ad agencies. Box No. 41, The Reporter.

DMAA Award Winner (four) seeks position in advertising and/or merchandising. 14 years experience advertising and sales promotion with National advertiser and 4A agency. Creative, competent production Newspapers, Magazines, direct Mail, P.O. P. Has initiative, ambition, king-size work capacity. Box 46, The Reporter.

## HELP WANTED

### DIRECT MAIL COPYWRITER

Top executive position for experienced direct mail copywriter who can produce creative letters that bring in orders. Ours is a young multi-million dollar business done completely by direct mail on the retail level.

Here, the copywriter is KING and your executive position, salary, and benefits will far exceed your expectations if you can produce letters that sell. Heavy direct mail experience is absolutely an essential requirement.

Please submit a complete resume and samples of your work. No reference check without permission, and any submitted material will be held in strictest confidence and returned. Write Randall Brooks, 505 North Ervay Street, Dallas 1, Texas.

## GENERAL MANAGER

Well-established and well-rated direct mail gift company in Wisconsin is seeking an outstanding man for this position. We are looking for a person of real ability with the capacity and intelligence to assume wide responsibility. Should be a University graduate, approximately 35 years of age, with a record of substantial achievement. All replies will be kept strictly confidential. Please write Box 45, The Reporter of Direct Mail Advertising.

## PRINTING

OFFSET—1,000 8 1/2 x 11, \$5.50, 5M/\$17, 16-lb White or colored bond. Fast! 5,000 colored circulars, \$39. Complete: Art, copy, layout, Ptg. PROMOTION-D, 385 B'wcy, N.Y.C. 13.

5M 5 1/2" x 8 1/2", pg booklets 1 1/2 each.

Memo pads 8 1/2c. Free Price Lists  
Capen Press, 105 Court Street, Bklyn, N.Y.

# Direct Mail

LISTINGS ONE LINE PER ISSUE, \$24.00  
PER YEAR, UNDER SPECIAL HEADINGS.  
\$30.00 PER YEAR.

## ADDRESSING

Creative Mailing Service, Inc., 400 N. Main, Freeport, N. Y. (FR 8-4830)  
Merit Mailers, 26 Sterling Street, East Orange, N. J. (OR 2-3990)

## ADDRESSING AND MAILING

Mailmasters, Inc., 61 Armour Place, Dumont, New Jersey (DU 5-2300)  
Mail-O-Matic, Route 46, Parsippany, N. J. (DE 4-8442)

## ADDRESSING MACHINES

Mechanic's Business Machine Corp., 30 E. 10th Street, New York, N. Y. (AL 4-6077)

## ADDRESSING PLATES AND EQUIPMENT

Dean-Forrest Co., P. O. Box 14, Rensselaer, N. Y. (Rensselaer 51, Mass.)  
The Pongad Companies, Pongad Building, Bayonne, New Jersey (RIE 6-3625)

## ADDRESSING — TRADE

Belmar Typing Service, 91-71 111th St., Richmond Hill 18, N. Y. (VI 6-3322)  
Rae Lewis Addressing, 987 Schenectady Avenue, Brooklyn 2, N. Y. (DI 4-4793)

## ADVERTISING ART

A. A. Archibald, Publisher, 419 South Main Street, Burbank, Calif. (TH 2-2793)  
Idea Art, 307 Fifth Avenue, New York 16, New York (MU 6-7279)  
ViewPoint, 133-11 76th Road, Flushing 67, New York

## ADVERTISING BOOK MATCHES

Match Corp. of America, 3433-42 48th Pl., Chl. 32, Ill. (VI 7-2244)

## ADVERTISING SPECIALTIES

Flexo-letting Co., Inc., 363 East 46th Street, New York 17, N. Y. (PL 3-4943)  
Gries Reproductor Corp., 125 Beethoven Ave., New Rochelle, N.Y. (NE 3-8600)

## AUTOMATIC SIGNING MACHINES

International Autopen Co., 1026 20th St., N.W., Washington 6, D.C. (FE 7-3814)

## AUTOMATIC TYPEWRITING

Carlson Automatic Typewriting Service, 3744 N. Clark St., Chicago 13, Ill. (EA 7-5486)  
Kirban Associates, Inc., 5673 Ogontz Avenue, Philadelphia 41, Penna. (HA 4-1352)

## BOOKS

Americana Press, 2185 Sherman Avenue, Madison Wisconsin (CH 4-1277)  
Art & Tech. of Photo Eng. Moran Eng. Co., 44 W. 28, N.Y.C. 1 (MU 9-3583)  
Reporter of Direct Mail, 224 7th, Garden City, N. Y.  
Does That Climb Trees, 1.00  
How To Get The Right Start in Direct Advertising, 1.50  
How To Think About Direct Mail, 1.00  
How To Think About Letters, 1.00  
How To Think About Readership of Direct Mail, 1.00  
How Direct Mail Solves Management Problems, 1.00  
How To Think About Showmanship in Direct Mail, 1.00  
How To Think About Mail Order, 1.00  
How To Think About Production and Mailing, 1.00  
How To Think About Industrial Direct Mail, 3.00

## BUSINESS FORMS

Cartet Printing Company, 480 Canal Street, N. Y. 13, N. Y. (WO 6-1454)

## CATALOGUE PLANNING

Leonard Fisher Marketing Associates, Inc., 509 Fifth Avenue, New York 17, N. Y. (TU 6-4150)

## COLLECTIONS

Arrow Service, 9 Yates Street, Schenectady 5, New York

## COPYWRITERS (Free Lance)

Glenn L. Anderson, 14235 Magnolia Blvd., Van Nuys, Calif. (BT 8-2433)  
Orville E. Reed, 108 N. State St., Howell, Mich. (Tel: 65)

## COOPERATIVE MAILINGS

The Rosham Company, P.O. Box 855, Kansas City 41, Missouri (TA 2-1881)

## DIRECT MAIL AGENCIES

Ahrend Associates, Inc., 601 Madison Ave., N. Y. 22, N. Y. (PL 1-0512)  
American Mail Advertising, Inc., 510 Newbury Street, Boston 15, Mass.  
Leo P. Bott Jr., 64 E. Jackson Blvd., Chl. 4, Ill. (HA 7-9187)  
The Buckley Organization, Phila. National Bank Bldg., Phila. 7, Pa.  
Lawrence G. Chait & Co., 375 Park Ave., New York, N. Y. (PL 1-7229)  
Curtin & Pease, 1814 Jefferson Avenue, Toledo 2, Ohio  
Dickie-Raymond, Inc., 470 Atlantic Avenue, Boston 10, Mass. (HA 4-3360)  
Direct Mail Services, 175 Locke St., N. W., Atlanta 3, Ga. (JA 3-3394)  
Bert Garmon Associates, Inc., 509 Madison Ave., New York 22, N. Y. (PL 5-6611)  
General Office Service, Inc., 1355 New York Avenue, N.E., Washington, D.C. (LA 9-1727)  
Harrison Service Inc., 510 East 56th Street, New York 22, N. Y. (PL 1-2829)  
Hickory-Murphy Div. of James Gray, Inc., 214 E. 45th St., N. Y. 17, N. Y. (MT 2-0006)  
Inter-State Mailing, 239 Great Neck Road, Great Neck, N.Y. (HT 2-0670)  
John M. Lord & Co., 171 Newbury Street, Boston 16, Mass. (CO 7-1929)

McVicker & Higginbotham, Inc., 211 E. 40th St., New York 17, N. Y. (PL 3-7285)  
Monogram, Inc., 515 Madison Avenue, New York 22, N. Y. (PL 3-8974)  
R. L. Pula & Co., 411 Howard Street, Detroit 31, Mich. (WO 1-9470)  
Reply-O-Letter, Central Park W., N. Y. 24, N. Y. (CI 3-8118)  
Reply-O-Letter, 684 No. Michigan Ave., Chicago 11, Ill. (MI 2-2858)  
Reply-O-Letter, 10 Post Office Square, Boston 9, Mass. (HA 6-1553)  
Reply-O-Letter, 1753 E. 23rd St., Cleveland 1, Ohio (PR 1-8470)  
Reply-O-Letter, 14700 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)  
Reply-O-Letter, 2315 Mail-Well Drive, Portland 2, Ore. (OL 4-3141)  
Reply-O-Letter, 1485 Bay Shore Blvd., San Francisco, Calif. (JU 6-2267)  
Reply-O-Letter, Inner Court, 23 Scott St., Toronto 1, Canada (EM 3-8797)  
Reply-O-Letter, 167 Queen Street, Brisbane, Australia (B2411)  
Richardson-Shaw Inc., 13555 W. McNichols Rd., Detroit 25, Mich. (BR 3-9955)  
Paul Rowland, Inc., 148 Lafayette Street, New York 13, New York  
The Rylander Co., 218 W. Jackson Blvd., Chicago, Ill. (KA 6-4766)  
Maxwell Sackheim & Co., Inc., 545 Madison Ave., N.Y. 22, N.Y. (PL 1-3151)  
Sales Letters, Inc., 150 West 23rd Street, New York, N. Y. (WA 9-2880)  
Shaller-Rubin Company, 312 Fifth Avenue, N.Y. 1, N.Y. (OX 5-4600)  
The Smith Company, 87 Beale St., San Francisco, Calif. (SU 1-4544)  
William Steiner & Assoc., Inc., 635 Madison Avenue N.Y. 21, N.Y. (TE 8-4600)  
Tallman, Smith & Associates, 419 N. Michigan, Chicago 11, Ill. (WH 3-6668)  
Lloyd F. Wood Associates, 1610 Wisc. Ave., N. W., Wash. 7, D. C. (CO 5-8642)

## DIRECT MAIL CONSULTANTS

Robt. W. Gilbert, 6741 Delon, Long Beach, Calif. (GE 1-3241)

## DIRECT MAIL EQUIPMENT

American Wood Type Mfg. Co., 42-35 Ninth Street, Long Island City 1, N. Y.  
Auto-Typist, 2222 N. Pulaski St., Chicago 39, Ill. (EV 4-3151)  
Bell & Howell, 7605 S. Vincennes Ave., Chicago 26, Ill. (HU 9-4555)  
B. H. Bunn Co., 1644 No. Honore Street, Chicago 22, Illinois  
Cheshire Mailing Machines, Inc., 3381 N. 25th St., Milwaukee 16, Wis. (MI 4-7131)  
Friden Calculating Machine Co., Inc., 2330 Washington Avenue, San Leandro, Calif.  
National Bundle Tye Company, Blufffield, Michigan (BL 182)  
Pitney-Bowes, Inc., Stamford, Conn. (PI 9-3821)  
Scriptomatic, Inc., 310 N. 11th St., Phila. 7, Pa. (WA 3-1251)  
Thomas Collators, Inc., 50 Church Street, N. Y. 7, N. Y.  
Waxon-Carbor, Inc., 8 Commercial Street, Rochester 14, N. Y.  
Chauncey Wing's Sons, 74 Pierce Street, Greenfield, Mass.

## ELLIOTT STENCIL CUTTING

Allco Business Service, Inc., 32-15 53rd St., Long Island City 8, N. Y. (AM 8-4302)  
Creative Mailing Service, 400 N. Main St., Freeport, N. Y. (FR 8-4830)  
Elliott Addressing Machine Co., 117 Leonard St., New York 13, N. Y. (WA 5-1372)

## ENVELOPES

The American Paper Products Co., Envelope Terrace, Southern Blvd. at McClurg Rd., Youngstown, Ohio (BK 8-4545)  
Atlanta Envelope Co., P. O. Box 1267, Atlanta 1, Ga. (TR 6-3668)  
Berlin & Jones Company, 301 W. 30th St., N. Y. C. 1 (WA 4-4406)  
The Boston Envelope Co., 297 High St., Dedham, Mass. (FA 5-6700)  
Samuel Cupples Envelope Co., 360 Furman St., Brooklyn 2, N. Y. (TR 6-6235)  
Cupples-Hesse Corp., 1483 Kosciusko Way, Des Moines 14, Iowa (TA 6-3977)  
Cupples-Hesse Corp., 3633 Michigan Ave., Detroit 18, Mich. (TA 6-3958)  
Cupples-Hesse Corp., 4175 N. Kingshighway, St. Louis 15, Mo. (EV 3-3700)  
Curtis 1000 Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)  
Detroit Tuller Envelope Co., 2135 Howard St., Detroit 16, Mich. (TA 5-2700)  
Garden City Envelope Co., 3901 N. Rockwell St., Chl. 19, Ill. (CO 7-3600)  
Gaw-O'Hara Envelope Co., 500 N. Sacramento Blvd., Chl. 12, Ill. (NE 6-1200)  
The Gray Envelope Mfg. Co., 55 33rd St., Brooklyn 32, N. Y. (BT 1-8690)  
Haco Envelope Co., 4500 Cortland St., Chl. 39, Ill. (CA 7-2400)  
Rochester Envelope Co., 72 Clarissa St., Rochester 14, N. Y. (HA 6-2484)  
Rosland Press, 800 Board of Trade Building, Kansas City 5, Mo. (GR 1-1833)  
The Standard Envelope Co., 1606 E. 39th St., Cleveland 14, O. (PR 1-8900)  
Tension Envelope Corporation, New York, St. Louis, Minneapolis, Des Moines, Kansas City, Fort Worth  
Transo Envelope Company, New York, Chicago, Los Angeles  
United States Envelope Co., 10 East 49th Street, New York 17, N. Y. (PL 2-7211)  
United States Envelope Co., 217 Broadway, N. Y. N. Y. (BA 7-5700)  
Wolf Detroit Envelope Co., 14700 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)

## ENVELOPE SPECIALTIES

Curtis 1000 Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)  
De Pier Envelope Co., 3626 Franklin Blvd., Chl. 12, Ill. (NE 6-1200)  
Garden City Envelope Co., 3901 N. Rockwell St., Chl. 19, Ill. (CO 7-3600)  
Haco Envelope Co., 4500 Cortland St., Chl. 39, Ill. (CA 7-2400)  
Tension Envelope Co., 72 Clarissa St., Rochester 14, N. Y. (HA 6-2484)  
The Savdon Company Inc., 430 Lexington Ave., New York 17, N. Y. (PL 2-5216)  
The Wolf Envelope Co., 1740-81 E. 22nd St., Cleveland 1, O. (PR 1-8470)

## FOREIGN MAILINGS

DeMutator MV, Willemsparkweg 112, Amsterdam, Holland  
Dillon-Agnew Associates, 739 4th Ave., Brooklyn 21, N. Y. (RO 4-4818)  
United States Envelope Co., 10 East 49th Street, New York 17, N. Y. (PL 2-7211)  
C. F. Sandberg, Direct Mail & Executive Gifts, Radhuugt, 8, Oslo, Norway

## INSERTING SERVICE — AUTOMATIC MACHINE

Automatic Mailing Service, 829 Newark Ave., Elizabeth, N. J. (EL 4-3887)  
Benedict-Nationwide, 739 4th Ave., Brooklyn 21, N. Y. (RO 4-4818)  
Circulation Associates, 1745 Broadway, New York, N. Y. (JU 2-3530)  
Creative Mailing Service, 400 North Main St., Freeport, N. Y. (FR 8-4830)  
D & A Electronic Mailers, 918 N. 4th Street, Milwaukee 2, Wisconsin (MT 2-0670)  
Lambert Mailing Company, 225 N. New Jersey Street, Ind. 4, Ind. (MR 2-3347)

LeMarge Mailing Service.....417 S. Jefferson St., Chicago 7, Illinois  
 Mailmasters, Inc.....61 Armour Place, Dunwood, N. J. (JU 3-2399)  
 Mailings Incorporated.....35 West 13th St., New York 11, N. Y. (WA 9-5148)  
 Merit Mailers.....26 Sterling Street, East Orange, N. J. (OR 2-3900)  
 The Morkan Company.....P.O. Box 855, Kansas City 11, Missouri (TA 2-1881)  
 West Emp. Dir. Adv. Co.....612 Howard St., San Francisco 5, Calif. (GA 1-8500)

#### LABEL PASTERS

Fotderin Machine Co.....231 North St., Teterboro, N. J. (HA 8-1941)

#### LETTERS

Allen Hollander Co., Inc.....385 Gerard Ave., New York 31, N. Y. (MO 5-1818)  
 Dennison Mfg. Co.....Framingham, Mass. (TR 3-3511)  
 Ever Ready Label Corp.....10 East 49th St., New York 17, N. Y. (PL 1-3040)

#### LETTER GADGETS

Howig Co.....45 W. 45th St., N. Y. 36, N. Y. (JU 2-2186)  
 Robert Straub & Co.....342 South Dearborn St., Chicago 5, Ill. (WA 2-1881)

#### LETTERHEADS

Brunner, Inc.....1010 Jefferson Avenue, Memphis, Tenn. (BE 2-355)  
 Marshall Press, Inc.....812 Greenwich Street, New York 13, N. Y. (CH 3-6665)

#### MAIL ADVERTISING SERVICES (Lettershops)

**BOSTON, MASSACHUSETTS**  
 Jordan-Denno Company.....270 Roxbury Street (19)  
**BROOKLYN**  
 Value Reproduction & Mailing Service, Inc.  
 1715 Ave. Z, Bklyn. 35, N. Y. (SH 3-5255)

#### CLEVELAND

Robert Silverman, Inc.....1270 Ontario Street (3) (CH 1-6375)

#### DETROIT

Advertising Distributors of America, Inc.....4444 Cass Ave. (3) (TE 3-5090)  
 The Mailing House.....2930 Jefferson East. (7) (LO 7-9535)  
 R. L. Polk & Co.....431 Howard St. (31) (WO 1-9470)

#### EAST ORANGE, NEW JERSEY

Merit Mailers.....26 Sterling Street (OR 2-3900)

#### ELIZABETH, NEW JERSEY

Automatic Mailing Service.....829 Newark Ave. (EL 4-3887)

#### HOUSTON

Premier Printing & Letter Serv.....620 Texas Ave. (2) (CA 7-4145)

#### LOS ANGELES

Krupp's Adv. Mailing Serv.....2300 W. Pico Blvd. (6) (DU 5-5421)  
 The Mailing House.....1819 N. Madison Avenue, Los Angeles 29, Calif. (NO 3-4271)

#### MARION, OHIO

Fulfillment Corp. of America.....381 W. Center St. (2-1187)

#### MIAMI, FLORIDA

Ace Letter Service Co.....3800 N.E. 1st Avenue (PL 7-4577)

#### MILWAUKEE, WISCONSIN

The Cart Organization.....1319 North Third Street, Milwaukee 12, Wisc. (BR 4-6246)

#### NEW YORK CITY

Advertisers Mailing Service, Inc. 45 West 18th St., New York, N. Y. (AL 4-4300)  
 Ambassador Letter Serv. Co.....11 Stone St. (4) (BO 9-0607)  
 Century Letter Co., Inc.....48 East 21st St., New York 10, N. Y. (AL 4-7530)  
 Chase Direct Mail Service Corp.....12 E. 40th St. (17) (MU 7-2930)  
 Circulation Associates.....1745 Broadway, New York, N. Y. (JU 6-5330)  
 Mailings Incorporated.....55 West 13th St. (11) (WA 9-5188)  
 Mary Ellen Clancy Company.....250 Park Avenue, New York 17, N. Y. (TU 6-7833)  
 Bruce Richards Corp.....250 Fourth Avenue, N. Y. (GR 5-3040)  
 The St. John Assoc., Inc.....75 W. 49th St. (36) (JU 2-3244)  
 Tyme Letter Service.....43 East 19th Street, New York 3, N. Y. (AL 4-0174)

#### PHILADELPHIA

Connolly Organization, Inc.....1010 Arch St. (7) (MA 7-8133)  
 Woodington Mail Advertising Serv.....1304 Arch St. (7) (BI 1-6840)

#### PITTSBURGH

Advertisers Associates Inc.....1627 Penn Ave. (22) (AT 1-6144)

#### ROCHESTER, NEW YORK

Ayer & Streib.....15 South Avenue (BA 5-6340)

#### SAN FRANCISCO

The Letter Shop.....67 Beale St. (BU 1-6564)

#### WESTFIELD, NEW JERSEY

Union County Printing & Mailing Service  
 233 North Avenue, Westfield, N. J. (AD 2-8393)

#### MAILING LISTS - BROKERS

Archer-Bennett List Service, Inc.....140 W. 55th St., N. Y. 19, N. Y. (JU 6-3765)  
 George Bryant & Staff.....71 Grand Avenue, Englewood, N. J. (LO 7-3200)  
 George Bryant & Staff.....215 W. 7th St., Los Angeles, Calif. (MA 2-9955)  
 The Codices Ltd.....123 East 23rd St., N. Y. 10, N. Y. (AL 4-8879)  
 Dependable Mailing Lists Inc.....341 4th Ave., N. Y. C. 16 (OR 9-7160)  
 Walter Drey, Inc.....333 N. Michigan Ave., Chl. 1, Ill. (FI 6-4180)  
 Walter Drey, Inc.....237 4th Ave., N. Y. 10, N. Y. (OR 4-7051)  
 Eli Kogos.....Webster, Massachusetts (WE 2-780)  
 Guild Co.....100 Engle St., Englewood, N. J. (BR 9-0461)  
 Walter Karl, Inc.....Armour, N. Y. (FA 4-3236)  
 Lewis Kield Co.....25 West 45th St., New York 36, N. Y. (JU 2-0830)  
 Willis Madden, Inc.....215 4th Ave., N. Y. 3, N. Y. (SP 7-7460)  
 Moseley Mail Order List Serv.....38 Newbury St., Boston 16, Mass. (CO 6-3280)  
 Names Unlimited, Inc.....352 Fourth Avenue, New York 10, N. Y. (MU 6-2454)  
 D. L. Natwick Co.....130 W. 52nd Street, New York 19, New York (CO 5-8616)  
 People in Places, Inc.....41 Fifth Ave., New York 3, N. Y. (GR 7-3774)  
 William M. Profit Associates.....42 Main St., Orange, N. J. (OR 7-1300)  
 The Ruskman Company.....P.O. Box 855, Kansas City 41, Missouri (TA 2-1881)  
 Sanford Evans & Co., Ltd.....156 Lombard Ave., Winnipeg 5, Man. Can. (WH 2-2151)  
 William Stroth, Jr.....568-570 54th St., West New York, N. J. (UN 4-6180)

#### MAILING LISTS - BY SUBJECT

FOR LIST SOURCE, COMPARE NAME IN PARENTHESES WITH LISTING BELOW OR COMPILERS & OWNERS

#### BUSINESS, PROFESSIONAL LISTS (ED BURNETT COMPANY)

Direct Mail Users.....15,500 (Reporter of DM)  
 Financial Lists.....E-Z Addressing Service  
 Fund Raising Lists.....(Wm. M. Profit Associates)  
 Pet Shops, 6600.....Cat breeders, 7000.....(All Pets)  
 Public Relation & Promotion Lists.....(Wm. M. Profit Associates)

#### MAILING LISTS - COMPILERS & OWNERS

Active Mail Order List Co. 241 Lafayette Street, New York 12, N. Y. (WA 5-2450)  
 Albert Mailing Lists.....120 Liberty St., N. Y. (RF 7-7773)  
 Allison Mailing Lists Corp.....806 Lexington Ave., N. Y. 21 (TF 5-8430)  
 All-Pets Magazine, Inc.....74 Darling Place, Fond du Lac, Wisc. (WA 2-0080)  
 Associated Advertising Services.....613 Willow Street, Port Huron, Mich. (TU 5-7773)  
 Bookbureau Lists.....363 Broadway, N. Y. 13, N. Y. (WO 4-5871)  
 Boy's City Dispatch, Inc.....230 E. 23rd St., N. Y. 10, N. Y. (OR 9-3250)  
 Bugher-Dennett.....555 W. Jackson Blvd., Chicago 6, Ill. (HA 7-8662)  
 Ed Burnett Company.....515 Sixth Avenue, N. Y. 11, N. Y. (AT 5-7171)  
 Catholic Letter Bureau.....45 West 45th St., N. Y. 36, N. Y. (CO 8-4200)  
 Creative Mailing Service.....460 N. Main St., Fremont, N. Y. (PR 4-8250)  
 Directors of Avera, Gale Research Co. 1116 Rock Tower, Detroit 26, Mich. (TO 7-5245)  
 Walter Drey, Inc.....333 N. Michigan Ave., Chl. 1, Ill. (FI 6-4180)  
 Walter Drey, Inc.....257 4th Ave., N. Y. 10, N. Y. (OR 4-7051)  
 Dunhill International List Co., Inc.....444 Fourth Ave., N. Y. 11, N. Y. (MU 6-3700)

Ed Kogos.....Webster, Mass. (WE 2-780)  
 E-Z Addressing Serv.....32 Washington St., N. Y. 10, N. Y. (HA 2-9482)  
 Fairchild Lists, Fairchild Publications Inc.....4 E. 123d St., N. Y. 10, N. Y. (AL 4-3242)  
 Fritz S. Hofmeister.....28 E. 22nd St., N. Y. 10, N. Y. (OR 4-9420)  
 Industrial List Bureau.....320 Broadway, New York 17, N. Y. (BE 3-4239)  
 Jewish Statistical Bureau.....257 E. 18th St., Brooklyn 35, N. Y. (SH 3-5236)  
 Mailings, Inc.....Home Office—820 N. Plankinton, Milwaukee 3, Wisconsin  
 140 Offices in Major Cities.....See Yellow Pages for Local Phone Numbers  
 Market Compilation Bur.....18641 Chandler Blvd., N. Hollywood, Cal. (AT 7-5584)  
 McGraw-Hill Publishing Company  
 330 West 42nd Street, New York, N. Y. (LO 4-3000)

Merit Mailers.....26 Sterling Street, East Orange, N. J. (OR 2-3900)  
 National Business List Association.....349 West Fulton Street, Chicago 6, Illinois  
 Occupant Mailing Lists of America.....239 North 4th Street, Columbus, Ohio  
 Official Catholic Directory.....12 Barclay St., N. Y. 3, N. Y. (BA 7-2446)  
 Palmer Lists.....Howard Street, Detroit 31, Michigan (WO 1-9470)  
 W. S. Ponton.....44 Homestead St., Englewood, N. J. (EN 4-5200)  
 William M. Profit Associates.....42 Main St., Orange, N. J. (OR 7-1300)  
 R. L. Rasmir.....5410 Cabanega Blvd., N. Hollywood, Calif. (PO 6-9539)  
 Reporter of Direct Mail Adv.....224 7th St., Garden City, N. Y. (PI 6-1837)  
 Research Projects, Inc.....35 West 13th St., New York, N. Y. (JU 2-0830)  
 The Speed Address Co.....48-61 42nd St., Long Island City 4, N. Y. (BT 4-5822)  
 W. E. Watson Corp.....23 Hanse Ave., Frosport, N. Y. (FR 9-8312)  
 Zeller and Letica, Inc.....15 East 26th St., N. Y. 38, N. Y. (MU 3-6278)

#### MAIL ORDER CONSULTANT

Herbert L. Kellner & Associates.....131 S. Wabash Ave., Chicago 3, Ill. (AN 3-2242)

#### MANUFACTURERS—ADDRESSING MACHINES & ACCESSORIES

Pollard-Ailing Mfg Co.....220 W. 19th St., N. Y. 11, N. Y. (CH 3-6693)

#### MARKET RESEARCH - STRATIFICATION

Samuel Fitzsimmons & Co.....545 Fifth Avenue, New York 17, New York (MU 7-6845)

#### MERCHANDISE FOR DIRECT MAIL

Crystal Transparent Corp.....101 West Forest Ave., Englewood, N.J. (WI 7-4435)

#### MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Co.....19 S. Wells Street, Chicago 6, Ill. (ST 2-7800)

#### OCCUPANT MAILING LISTS—LOCAL & NATIONAL

Advertising Distributors of America, Inc.  
 444 Cass Ave., Detroit 1, Michigan (TE 3-0590)  
 Al B. Cogdale.....P.O. Box 1288, Norfolk, Virginia (MA 3-1196)  
 Merit Mailers.....26 Sterling St., East Orange, N. J. (OR 2-3900)  
 Occupant Mailing Lists of America.....239 North 4th Street, Columbus, Ohio  
 Western Empire Direct Ad Co.....612 Howard Street, San Fran. 5, Calif. (GA 1-8500)

#### PAPER MANUFACTURERS

American Writing Paper Corp.....Holyoke, Mass. (41454)  
 Appleton Coated Paper Co.....1250 N. Meade St., Appleton, Wisc. (41454)  
 Bergstrom Paper Company.....Neenah, Wis. (41454)  
 Byron Weston Company.....Dallam, Mass. (EN 8-8531)  
 Curtis Paper Company.....Newark, Delaware (EN 8-8531)  
 Eastern Corporation.....Bangor, Maine (Tel. 8221)  
 Fletcher Paper Company.....20 North Wacker Drive, Chicago 6, Illinois  
 Fraser Paper Limited.....420 Lexington Ave., N. Y. 17, N. Y. (LE 2-0580)  
 Hamilton Paper Co.....Mifflin, Pa. (IV 3-8160)  
 Hammett Paper Co.....Erie, Pa. (Tel. 4-7101)  
 Howard Paper Mills, Inc.....118 Columbia St., Dayton 7, Ohio  
 International Paper Co.....220 E. 42nd St., N. Y. 17, N. Y. (MU 2-7300)  
 Kimberly-Clark Corporation.....Neenah, Wisconsin (PA 2-3311)  
 Mead Papers, Inc.....118 West First Street, Dayton 2, Ohio  
 Midvale Paper Company.....Cohoes, N. Y.  
 Neenah Paper Co.....Neenah, Wisc. (Tel. 2-1521)  
 Nekeo-Edwards Paper Co.....Port Edwards, Wisc. (Tel. 3111)  
 New York & Pennsylvania Co.....250 Park Avenue, New York 17, N. Y. (Tel. 1-4250)  
 Penitular Paper Co.....Troy, Mich. (HU 2-2600)  
 Rex Paper Co.....Kalamazoo, Mich. (PI 2-0151)  
 Rising Paper Co.....Housatonic, Mass. (HO 47)  
 Stillin Robbins Paper Company.....300 S. Anderson St., Los Angeles, Calif.  
 The Sore Paper Company.....Middletown, Ohio  
 S. D. Warren Company.....89 Broad Street, Boston 1, Massachusetts  
 Wausau Paper Mills Co.....111 W. Washington, Chicago, Ill. (FI 6-4768)

#### PHOTO ENGRAVERS

Horan Engraving Co., Inc.....44 W. 28th St., New York 1, N. Y. (MU 9-8545)

#### POST CARDS

Colourpictures Publishers.....200 Newbury St., Boston 15, Mass. (CO 7-7500)  
 CURTEICHOLOR 3-D by Curt Teich & Co., Inc.  
 1723 W. Irving Park Road, Chicago 13, Illinois (BU 1-6606)

#### PRINTERS - LETTERPRESS & LITHOGRAPHY

Black Oak Press.....2325 Durbin Street, Black Oak, Gary, Indiana  
 Colorstone.....2412 17th Street N.W., Washington, D. C.  
 Neo Printing Co., Inc.....92 Ives Lane, Hackensack, New Jersey (HU 9-5056)  
 Paradise Printers.....Paradise, Pa. (OV 7-3280)  
 Runkle, Thompson, Kovate, Inc.....650 West Lake Street, Chicago 6, Illinois

#### PRINTING EQUIPMENT

B. Verner & Co., Inc.....52 Duane Street, New York 7, N. Y. (BA 7-1466)

#### PRINTING-OFFSET LITHOGRAPHY

Goes Lithographing Company.....42 West 61st Street, Chicago 21, Illinois

#### SALES AND MERCHANDISING CONSULTANT

Ralph T. Curtis.....903 E. Powell Avenue, Evansville 13, Ind. (HA 2-3794)

#### SEASONAL STATIONERY

Arthur Thompson & Co.....109 Market Place, Baltimore 3, Md. (PL 2-4806)

#### STENCIL CUTTING AND LIST MAINTENANCE

Circulation Associates.....1745 Broadway, New York, N. Y. (JU 6-3530)  
 Clear Cut Duplicating Co.....149 Broadway, New York 6, N. Y. (DI 9-4668)

#### SUBSCRIPTION FULFILLMENT SERVICE

Circulation Associates.....1745 Broadway, New York, N. Y. (JU 6-3530)  
 Globe Fulfillment Corporation.....148 W. 23rd St., N. Y. 11, N. Y. (OR 5-4600)

#### SYNDICATED HOUSE MAGAZINES

The William Feather Co.....9900 Clinton Rd., Cleveland 9, O. (AT 1-4122)  
 The Henry F. Heinrichs Publications, The House of Sunshine, Litchfield, Ill. (296)

#### TRADE ASSOCIATIONS

Association of First Class Mailers.....211 Wyatt Building, Washington 5, D.C.  
 Associated Third Class Mail Users.....1406 G St., N. W., Wash. 5, D. C. (ME 8-2447)  
 Direct Mail Advertising Assn.....3 E. 57th St., N. Y. C. 22 (MU 8-7888)  
 MASA International.....18120 James Cooney, Detroit 28, Mich. (TN 4-8245)  
 Nat'l Council of Mail List Brokers, 52 W. 42nd St., N. Y. 36, N. Y. (PE 8-0615)  
 Parcel Post Association.....1013 Woodward Building, Washington 5, D.C.

#### TYPOGRAPHERS

Rapid Typographers, Inc.....305 East 46th Street, N.Y. 17, N.Y. (MU 8-2445)





**THE OUTLOOK IS EXCELLENT** for Advertisers! By using OUTLOOK® (window) envelopes for direct mail you can avoid errors in addressing and processing, save money, and promote better returns . . . May we send you a memorandum outlining the advantages of this style envelope to users of the mail, and enclose a clever, useful, gadget which we have just designed to help you choose the Outlook envelope which will best fit your needs. Please write on your letterhead to the Advertising and Sales Promotion Department.

**UNITED STATES ENVELOPE COMPANY**



Springfield 2, Massachusetts

14 Divisions Coast to Coast



# FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that  
with visitors to the Editor of *The Reporter*

**HOPE MOST OF YOU** read the article on page 69 of March issue of *Reader's Digest*—"Help Stamp Out This Vile Traffic!" by Holman Harvey. It covers one of the things causing poor public relations for direct mail, previously mentioned in *Scuttlebutt* . . . pornography (smut) in the mails. It now appears that promoters have found a lush market among school kids even below teen-age. Postal officials estimate that about 200,000 circulars go into the mail every day offering obscene material . . . two-thirds of them directed to children. Organized traffic in pornography has reached an estimated peak volume of half a billion dollars annually. Parents all over the nation are alarmed and rightly so. If it happens in your family or with your friends . . . don't try to hide it. Send material at once to your local postal inspector. Include, particularly, the envelope as postmark and addressing will reveal clues. Send carbon of your protest to your Congressman.

We think the list brokers could help in this damaging situation by agreeing among themselves not to arrange rental of lists for anyone known to be peddling pornography. There is substantial evidence that the names of children are obtained by the racketeers by purchasing or renting lists of those who have answered ads for premiums (box top inquiries). Some of the traffic comes about by the promoters swapping lists among themselves.

I have some dummy names on pornographic lists. I see in the *Postal Bulletin* where the original firm on which dummy name had been planted has been closed up by the Post Office. Not long after, my dummy starts getting mail from another outfit in another location. In several cases, my dummy has received mail from well-known, responsible organizations . . . proving that the pornographic lists are being sold or rented.

It's a real mess . . . now getting national attention. All of us who want direct mail to be highly regarded should jump in and help clean it up. Watch and report.

**I'VE BEEN WATCHING** carefully the mail order subscription efforts of the magazine publishers. Some of them (or most) have an almost frantic tone . . . and I think it's bad public relations. Although some of my friends in the field disagree, I'm on a lot of lists (some are planted code names) so I see most of the circulation promotions. Read them all. But this clamor for cutrate subscriptions is disheartening. Several famous publishers are offering subscriptions at "half-price." Others specify discounts, such as "\$4.21 less than regular price," or "\$7.75 value for \$3.91." No wonder the public is confused and that sales have dropped. 1958 was a tough year for most publishers. They are trying too hard to bolster quantity of readers in order to maintain advertising rate guarantees. According to the Gallagher Report (147 W. 42nd St., New York 36, N. Y.) there may soon be a lessening of high-powered, high-pressured, cutrate mail drives . . . and that would be fine. Some of the responsible magazines are coming around at

last to the basic fundamental that circulation growth is only profitable when it grows out of real reader demand.

The worst part of these cutrate subscription drives flooding the mail . . . is the bad impression made in Congress and the Post Office Department. The publishers howl at all efforts to increase the low second class rates. Some predicted they would be forced out of business by the 1958 rate increases. And yet they turn around and offer reduced rates on subscriptions which amount to far more than the increased postage rates. In several cases, we figured that the half-price offer was more in terms of cost per copy than a postage rate increase of two or three hundred or more percent. It's bad public relations and especially bad legislative relations.

The Reporter, which is small potatoes compared with the big consumer publications, has never offered a discount on regular subscription price (except on long-term subscriptions where we can deduct cost of getting yearly renewals). And we hope we'll never have to offer a discount. We'll have to grow (as we have) by finding readers who want the magazine. We don't want to force or fool anyone into reading *The Reporter*.

**IF TRADE PRESS REPORTS** are true, the consumer magazine industry will shortly embark on what appears to be a senseless campaign. A leading advertising agency has been retained to prepare a "bare-knuckles" attack on television advertising. How silly can the advertising profession get? Wouldn't it be better to spend the money and effort on making the magazines better to stop declining subscriptions . . . rather than attack a competitor for the readers' time and attention? Television, in spite of all its programming faults, is here to stay. Fighting it is just as futile as the newspapers fighting direct mail.

**ANOTHER SILLY MOVE** which has little chance of success . . . Oregon's Senator Richard Neuberger has introduced a bill which would authorize the Postmaster General to raise postal rates as he sees fit. It would provide for congressional disapproval by resolution (but with no public hearings). Can you imagine the turmoil which would exist in the mailing field if our rates could be changed over night by the whim of one man? The gentleman from Oregon seems to have been taken in by the Summerfield charm.

**IT IS GETTING** more and more doubtful that there will be any postal rate increases this year. In a speech before the Senate, Post Office Committee Chairman Olin Johnston (D-S. C.) said: "It is essential that the effect of the increases in postal rates enacted last year be carefully analyzed before intelligent consideration can be given to the future upward adjustments being recommended by the administration." Meaning . . . no immediate action anticipated.

**KEI YAMATO**, president of Orchids of Hawaii, Inc.,

305 Seventh Ave., New York 1, N. Y., speaking before the Sales Promotion Executives Assn. in New York, predicted that with Hawaiian statehood there will be an upsurge in promotions tied in with the Pacific paradise. Orchid promotions have been popular for years . . . now they will be more so. Miniature palm trees from Hawaii have also been used. For direct mailers looking for postmark possibilities . . . there are some 17 communities in the United States called "Aloha," but only two are officially listed as post offices—Aloha, Wash. and Aloha, Ore. We'll be watching for all good examples of tie-ins with Alaska and Hawaii additions to the Union.

**OBSERVATIONS: THE STATE TAX SITUATION** is still bothering a lot of mail order people. We've been having a lot of conversations about it. That is . . . various states have been trying to collect sales taxes from out-of-state mail order shippers. If such tactics stick . . . the mail order business would be in chaos. Keeping records and making reports to every state. We think it constitutes unreasonable interference with doing business by mail. Some concerted effort should be made by mail order people to fight this trend. Wish some of you would write me confidentially, telling of any experiences you have had with states other than your own trying to collect sales taxes. We'll report later. ● **JOE RUSSAKOFF** of Vanguard Advertising, New York suggests that we ought to remind all readers to visit Direct Mail Advertising Assn. headquarters when they are in the vicinity of 3 E. 57th St., New York. The library there holds a wealth of information . . . portfolios of winning campaigns for many past years . . . plus thousands of individual pieces, all classified by industries. Visitors are welcome to browse. But only DMAA members have the privilege of borrowing or having material shipped to them. ● **WATCH OUT FOR** a new flood of "franchise offers" promising, for a nice fee, to put the inexperienced into the fabulous mail order business. The Federal Trade Commission and the Post Office have closed up a number of the worst promoters . . . but new ones are appearing. If friends or employees ask your advice, tell them to question the racketeer. "If your proposition is so good, why don't you keep it to yourself and retain all the profits?" That stops them cold. ● **ANOTHER RACKET** is cropping up again. The Federal Trade Commission closed up several of those skip-tracing outfits which used deceptive tactics by masquerading as government agencies. A new one has started in Washington which is worse than others. Inference in their appeals is that government has instituted Gestapo tactics with a Bureau of Credit Investigations. Shouldn't last long. If you get samples . . . send them to the FTC. ● **THAT FINE ARTICLE** we talked about last month which appeared in a *New York Times* editorial . . . favorable to direct mail . . . received further distribution when Senator Olin Johnston had it inserted in the *Congressional Record*.

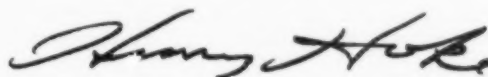
**I COULD STIR UP** a lot of argument if I reported completely on some discussions we've been having on the front porch . . . about what's wrong with things generally. Maybe I can brief it in spite of the danger of being accused of old fogeyism. Progress is, of course, important and necessary. But some of us think the economy is suffering from a national mania for change . . . for new models of everything. The automobile manufacturers have led the field. There must be new models every year. This year, in spite of declined sales, they are already talking about changes coming in 1960. With new announcement there is an implied admission that the old (perhaps current) model was not too good. And at the same time, the foreign manufacturers have built good will with the public and with service station people by standardizing on a good, well-built model and sticking to it. The auto industry is not alone in change for the sake of change. Last year's refrigerator or washing machine is no good because "we've developed something better." Why wasn't last year's model built to last indefinitely? Why do we have to be tempted with a new model each year? Wouldn't the tremendously-

increasing population take care of sales? The camera manufacturers are another case in point. Some of them have brought out so many new models, they are driving the retailers and owners nuts. Parts are not interchangeable. On some of the older and sometimes better models, parts are discontinued or hard to get. To make matters worse, dealers have to worry about different cover colors for the same model.

It may be too much to expect . . . but wouldn't it be wonderful if some of the manufacturers decided to forget change for a while? Build a darn good, sensible, mechanically-perfect product and say, "Here it is . . . the best we can do . . . and we will stick with it . . . will last indefinitely if cared for properly . . . etc." We had that idea in mind when we built our house back in 1955. It doesn't need any change. I'm open to arguments on the subject.

**HERE'S A SUGGESTION** for those of you who would like to assist a small merchant in your home community. Volunteer to help them understand the possibilities of direct mail. It can do wonders. I have a test case. Several years ago, a neighbor opened a garden shop in a new shopping center. Business got off to a bad start. Too much surrounding competition. The merchants tried newspaper advertising . . . but their efforts were lost because the available papers covered too wide an area. I tried to get my neighbor to put out a simple monthly mimeographed garden bulletin, telling what to do around the garden during each period. He delayed. Finally got discouraged and sold out to a northerner who wanted to live and work in Florida. The new owner got interested in the idea of a monthly bulletin to the fine homes in the immediate area. He has as his assistant a former county agent who knows everything from A to Z about gardening. He didn't think he could write . . . but I said he could, and to heck with grammar. Last August they finally started their Garden Center News. No great shakes as a direct mail production. Just a 5½" x 8½" four-page mimeographed self-mailer on green paper . . . with down-to-earth helpful short items. No high-pressure selling. Casual mention of insecticides, fertilizers, etc., needed. It has worked wonderfully. On very first mailing-receipt day, new customers came in with green folder in their hands. Business picked up. Several retired big executives complimented the owner on his progressive salesmanship. A number of new home owners came in and complained because they had not been put on list. Had seen the green folder at neighbor's. More names for the list, and it's growing every day. Mimeographing and mailing being handled by a local lettershop who uses the adjoining towns homeowner's directories. Cost of project is ridiculously low. But it's another proof, if proof be needed, that even the simplest direct mail will work wonders if handled intelligently. More small local merchants should know its power. If any of you would like to see a sample . . . I can get one for you, as I'm around the store frequently.

Good luck always,



3 Bluff View Drive  
Clearwater, Florida  
Telephone: JUNiper 4-3848

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# AD LIFE INCORPORATED

278 ROXBURY STREET, BOSTON 19, MASS. TEL.—Garrison 7-0900

## ROLLS BACK THE CURTAIN ON THE GREATEST ADVANCE IN GUMMING IN 75 YEARS...

Here at last is the gummed paper in rolls to make duck soup out of every addressing need. A new achievement in gumming that eliminates all the problems and hazards of ordinary gumming.

It doesn't look gummed but it is and its adhesive strength is unexcelled. This lightweight gumming gives longer mileage in the bargain.

Now mailing pieces will not stick together when they reach the postoffice. Now you can do away with messy paste and make label attaching sweet as a breeze at the highest possible speeds. Buy it in large quantities and stock it to your heart's content, it will always be ready to use in perfect condition unless you leave it out in the rain.

Specifications on our next big Mill Run:

10" O.D. x 2½" width, hard wood core . . . hole to your requirements.

Rolls for wafer sealing that prolong the life of your die: 6" O.D. x 1½" width.

**THE INVISIBLE GUMMING THAT'S  
GUARANTEED TO STAY ON THE LEVEL**

THE GUMMING SLEEPS UNTIL IT'S WET

PLEASE SHIP POSTAGE PREPAID

**1 - 10"x2½" TRIAL ROLL**

OF YOUR NEW MIRACLE GUMMED LABEL STOCK

To be billed at the 100 roll price which can be returned without usage for full credit if not entirely satisfactory.

NAME ..... COMPANY .....

ADDRESS .....

CITY ..... STATE .....

Ad Life, Inc., 278 Roxbury St., Boston 19, Mass.

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WITH TAPE THAT CURLS?

STICKS TO YOUR MAIL NOT  
TO YOUR HANDS.

MANUFACTURED AND DISTRIBUTED EXCLUSIVELY TO THE MAILING INDUSTRY